

June 1940

CARBONATED BEVERAGES PROJECT

for June REPORTS

Consumers Union

R E P O R T S

est for CO₂ Pressure of GINGER ALES

at Temperature 68° F.



Canada Dry

Initial 44 lbs. gauge

Hoffman's

Initial 55 lbs. gauge

Ginger Ale & Club Soda

Portable Radios

Electric Fans

Hay Fever Treatments

A special look at two reports

WE have been studying one of this month's technical reports with special interest since it first came in from the technicians—the report on portable radios. It refutes rather dramatically a false charge against CU which seems to make the rounds with some frequency.

The charge is that CU, if not actually in the pay of certain companies, is at least predisposed in their favor. Most often, mention is made of the mail-order companies as (a) the source of some of our income or (b) the object of much of our affections. We are charged with weighting our ratings somehow to favor the mail-order houses. We have heard that we never give mail-order products bad ratings. We have been told that we give them too many good ratings. We refer you to the report on portable radios, page 5.

There you will find that our technicians found a Sears-Roebuck set in the \$15 category a "Best Buy." And you will also discover that a Sears-Roebuck set in the \$20 category was found "Not Acceptable." There is only one explanation for both ratings: they reflect the actual findings of our technicians' tests.

CU rates many mail-order products because they are widely available and often cheaper than competing products. But *how* we rate them is determined exclusively by what our tests and examinations show. It is hardly necessary to add that this is true of all other products.

There's another report in this issue worth a little special looking at, too. It's the one on talcum powders—or at least that part of the report which has to do with *Prince Matchabelli* and *Floral Fragrance*. The Prince would doubtless deplore this bracketing of his \$1.25 offering with a 10¢ item. But CU's technicians examined both of them chemically and microscopically. They could find only two real differences. The scents

were not the same. And the Prince's product cost about 4000% more.

CU has sometimes been characterized as having a sort of mechanical man's approach to cosmetics. We have been accused of ignoring important subjective factors—such as perfume—and hence with damaging businesses and misleading consumers. We don't think we have, inasmuch as we have always urged our members to apply their own preferences to factors beyond the scope of our tests. But this time—so fantastic was the price differential—we made a special effort to find out what the Prince had that *Floral Fragrance* lacked.

You will find the results on page 17. We aren't going to say they prove that things like odor and appearance don't count. But they do seem to show that it's possible for the consumer who has to watch his pocketbook to get what he wants—even in terms of such factors—from low-priced, non-ballyhooed brands.

This is one of a series of statements clarifying the work and purposes of Consumers Union.

CONSUMERS UNION OF UNITED STATES, INC. is a non-profit organization chartered under the Membership Corporation laws of New York State and deriving its income from the fees and small contributions of its members. It is sponsored by more than 70 educators, social workers, authors and scientists (names on request). It has no connection, direct or indirect, with any commercial interest and accepts no advertising for any of its publications.

CONSUMERS UNION REPORTS is published monthly in full and abridged form. The Full Reports contains ratings and discussions of higher-priced commodities, as well as much general material, not covered in the Abridged. All members receive along with the Reports an Annual Buying Guide (Full or Abridged)—a compact booklet rating more than 2,000 products.

MEMBERSHIP FEES are \$3.50 a year, including subscription to the Full Reports and Buying Guide; \$1.50, including subscription to the Abridged Reports and Buying Guide. Foreign and Canadian memberships are 50¢ higher to cover postage and exchange. Reduced rates are available for groups (students, trade union members, cooperatives, consumer clubs, etc.). Library rates are \$3 per year (without Buying Guide). Notice of change of address should be given three weeks in advance (please give old address).

CORRESPONDENCE should be addressed to Consumers Union, 17 Union Square West, New York City. CU regrets that time does not permit answering of inquiries for special information or requests for advance test data.

Milk: The Consumers Win

THE smoke of propaganda, advertising and public hearings has finally cleared away from New York's milk battlefield, and the Board of Health has announced the results. The following summary covers changes which will go into effect September 1, 1940:

There will be a single grade of milk in New York City, to be called "Approved Milk." The bacteria count after pasteurization is not to exceed 30,000 colonies per cubic centimeter (the former requirement for Grade A). Butterfat content is to be not less than 3.3% (formerly 3%), and total solids not less than 11.5% (as before).

The important issue of milk "standardization" (maintenance of uniform butterfat content) has been decided in favor of the consumer. As a matter of fact, there did not seem to be any other possible course for the Health Dep't to take after the public hearing at which CU's representative marshalled the arguments and led the fight of the consumer groups against this practice. Thanks to the decision against standardization, it will not be permissible for the distributors to add or subtract butterfat or skim milk to change the butterfat content.

A new and improved bottle cap is required. According to the regulation, "Such cap or closure must satisfactorily protect the milk from contamination, must completely and effectively cover the pouring lip of the bottle or single service container, and be of such type that its removal and replacement is capable of being readily detected."

Sale of milk with a butterfat content higher than 4.2% will be permitted under a separate designation (but with the same health standards). Such butterfat content will be stated on the bottle cap.

The entire bottle cap is to be used for information required by the Health Regulations (brand, address of distributor, time of pasteurization, &c.) but "the Board of Health will not concern itself with trade names, &c., and such may be used in advertising and elsewhere on the bottle or container provided they are not false or misleading."

On the whole, the new regulations are good. Certainly they represent an improvement over the meaningless two-grade milk system (with no significant difference between the grades), against which Consumers Union has been campaigning for more than four years. There are a few jokers, however. For example, although 4.2% for the special high butterfat milk may sound significantly higher than the standard set for regular milk—3.3%—actually the difference will be much less. For although 3.3% is to be the minimum, present practice indicates that the milk sold will actually average 3.7%. And the range of regular milk, now that standardization is out, is likely to include some 4.2%.

The other questionable feature is the build-up which may be given special brands of milk, with the sanction of the Health Board. Whether this will become serious or not will depend on the Board's interpretation of the phrase "false and misleading" and on its ability to enforce it.

All these suppositions will be determined with time. CU plans to make a report on the new milk soon after it has reached the market. Meantime, with no false modesty, CU gives itself a pat for the major part it has played in bringing about a real saving to New York milk consumers and in ending an affront to their common sense.

REPORTS & CONSUMER NEWS IN THIS ISSUE



The purposes of Consumers Union, as stated in its charter, are "to obtain and provide for consumers information and counsel on consumer goods and services . . . to give information and assistance on all matters relating to the expenditure of earnings and the family income . . . to initiate and to cooperate with individual and group efforts seeking to create and maintain decent living standards for consumers."

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JUNE 1940

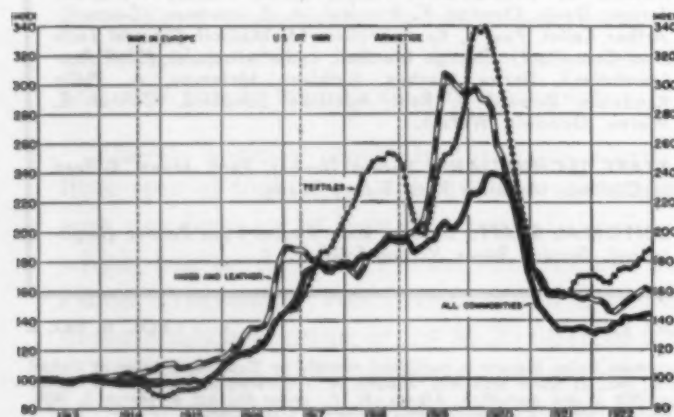
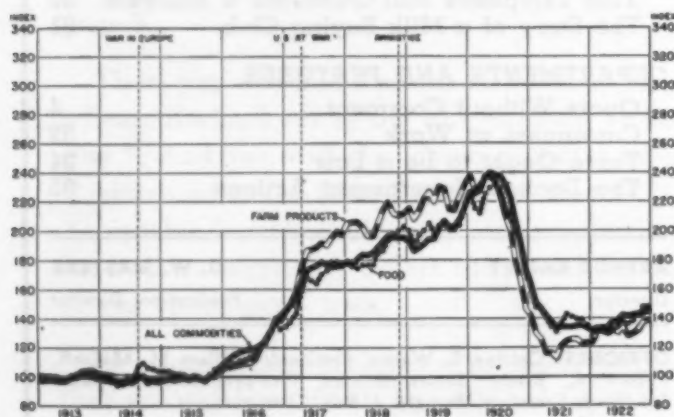
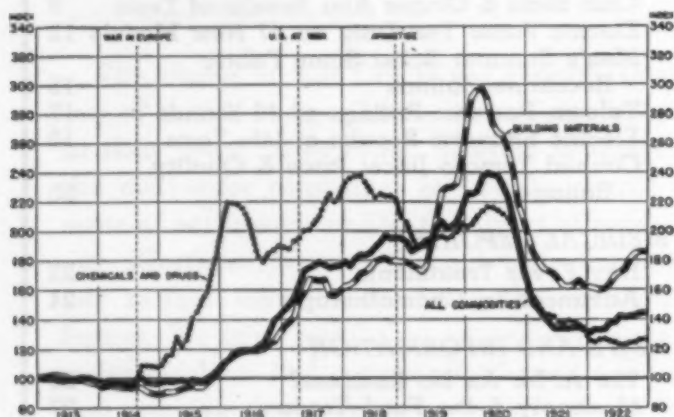
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War & Prices

MONTH by month since last September, when guns first roared in Danzig and Europe turned to war, CU has carried special reports for its members concerning the effects of that war on American prices and products. The charts below constitute the tenth report. They do not relate to the present war, but to the last one. They record the upward rush of prices paid by consumers for a number of major commodities as war got its hold in Europe and as war got its hold in America. It seems to us worthwhile to interrupt our reports on current happenings long enough to bring these charts to the attention of CU members—as war tightens its hold on Europe, as America changes over to a wartime economy.



CHARTS PREPARED BY U.S. BUREAU OF LABOR STATISTICS; PRESENTED BY DR. ISADOR LUBIN BEFORE THE TEMPORARY NATIONAL ECONOMIC COMMITTEE

Quote Without Comment

"Mrs. Rudolph Binder, president of the New York Federation of Women's Clubs . . . handed high praise to advertising [at a conference at Teachers'

College], saying that its job is 'to inform and make known the facts about merchandise.' We probably have the acquaintance of a lot more advertising men than does Mrs. Binder, and we never heard one of them in his right senses make any such statement. The purpose of advertising is to sell goods, Mrs. Binder. Once in a while this purpose is served by telling the facts about the product; but usually it is more effective to overlook the facts, or most of them, and try to scare or bully the consumer into making a purchase.

"We'll be glad to conduct a test with Mrs. Binder any time. In the presence of judges we will furnish her with complete files of the recent advertising of, say, 30 leading advertisers. She may study these to her heart's content. We will then undertake to ask her 100 questions of vital importance to the user of these advertised products with a guarantee that she won't be able to answer 5% of them, or at least not from the contents of the advertising. If in the opinion of the judges she has won, we'll give her a prize—a year's subscription to the reports of Consumers Union."—From an editorial in THE NEW REPUBLIC for April 15, 1940.

"The only reason for the existence of advertising is that it sells goods to the many simultaneously, the way personal salesmen sell goods to people individually. It has no other justification worth mentioning."—From an address by Raymond Rubicam, Chairman of the Board of Young & Rubicam, Inc., an advertising agency, as quoted in PRINTER'S INK.

"Mr. [Bruce] Barton urges that the responsibility for slum clearance and low-cost housing be returned to private industry. . . . Since when did private industry ever assume responsibility for slum clearance?

"You cannot return something industry never had. You cannot put upon industry something it refused to take. Private capital has not invested in housing for the low-income groups except in a very few cases. . . .

"And yet Mr. Barton would have government return housing to private industry. Private industry can furnish houses for three-fourths of the people who can pay the higher rents, but if the low-income group is to be decently housed government alone can do it."—From an address by the Rev. John Howard Melish, at the Brooklyn Academy of Music; as quoted in the New York Post.

" . . . We've been smart enough to make tractors and mechanical corn-pickers and dial telephones; are we smart enough, however, to find work for the folks they've thrown out of work? Upon our answer to that question—not in words, but in new jobs—hangs the future of our industrial democracy.

"Personally, I think we can, and that what we need most is a redirection of our genius as a people. Heretofore, we've concentrated on methods of efficient production. Henceforth, we must concentrate on efficient and businesslike methods of increasing domestic consumption no matter how much violence it may do to some of our preconceived notions. We know how to produce almost anything—but we haven't learned how to distribute such things to the jobless who ask only the chance to work for them. This nightmare of under-consumption is the black plague of the 20th century; we've got to make up our minds to wipe it out—with a vengeance. Only one thing can stop us and that's a mental sit-down strike—a kind of smug, 19th century faith that things will work themselves out if only we don't do anything about it."—From an address by Milo H. Perkins, president of the Federal Surplus Commodities Corp'n at the Fourth Annual National Farm Institute.

TECHNICAL SECTION

OF CONSUMERS UNION REPORTS

Ratings of products represent the best judgment of staff technicians or of consultants—more than 200 specialists selected for competence and freedom from commercial bias—in university, governmental and private laboratories. Samples for test are in practically all cases obtained on the open market by CU's shoppers. Ratings are based on laboratory tests, carefully controlled use tests, the opinion of qualified authorities, the experience of a large number of persons, or on a combination of these factors. Most ratings of necessity reflect opinion as well as scientific data. For even with rigorous tests, interpretation of findings is often a matter on which expert opinion differs. It is Consumers Union's pledge that such opinions as enter into its evaluations shall be as competent, honest, and free from bias as it is possible to make them.

"Best Buys" should give greater return per dollar although some products rated "Also Acceptable" may be of higher quality. Except where noted, a product rated "Not Acceptable" is judged not worth buying at any price, because of inferior quality or because it is potentially harmful.



Portable Radios

Most of them are well-constructed little gadgets, and all of them are portable, at least. Other than that they must be counted inferior (in tone and sensitivity) to a good midget or auto radio

THE field for portable radios," says an article in *Radio Retailing*, "is as broad as it is long, another way of saying 'practically unlimited.'" But *Radio Retailing* is published for dealers; consumers may find that the field is very limited indeed. Where there is electric current available, a good buy among the cheapest of midget radios will give greater satisfaction than the best of portables; for motoring, a standard auto radio will be found far more efficient.

This leaves the countryside, beaches and other open spaces, where current is, as a rule, not available and where the natural habitat of the portable presumably is to be found. But open areas put a premium on volume, and unfortunately most portables cannot supply adequate volume without serious distortion. Moreover, such areas are often too distant from a broadcasting station for the inferior sensitivity of a portable.

What remains is the portable's portability, which is an undeniable asset for those who want it despite the accompanying limitations. Most of the models tested were reasonably light, reasonably convenient to carry and to operate. All things considered, they

are ingenious and compact little instruments. The fundamental objection to them is not that they fulfill their function inefficiently, but that their function is greatly more limited than the ads and the salestalks have led people to expect.

Quality Ratings

FOLLOWING are the portable radios included in CU's tests, listed in order of quality without regard to price. The order is based on a composite of tone quality, sensitivity, selectivity and volume:

Admiral Model G-6.
Ward's Airline Cat. No.—2668.
Emerson Model EA 338¹.
Emerson Model EA 357¹.
Farnsworth Model AT-31.
Admiral Model F-5.
Lafayette Model CC-72.
Philco Model 41-84.
Philco Model 41-85.
Philco Model 41-81.
Lafayette Model D-93.
Sears' Silvertone Cat. No.—6274.
Zenith Model 5A01.
Sears' Silvertone Cat. No.—6256.
Ward's Airline Cat. No.—1461.

¹ Models 338 and 357 receive the same rating.

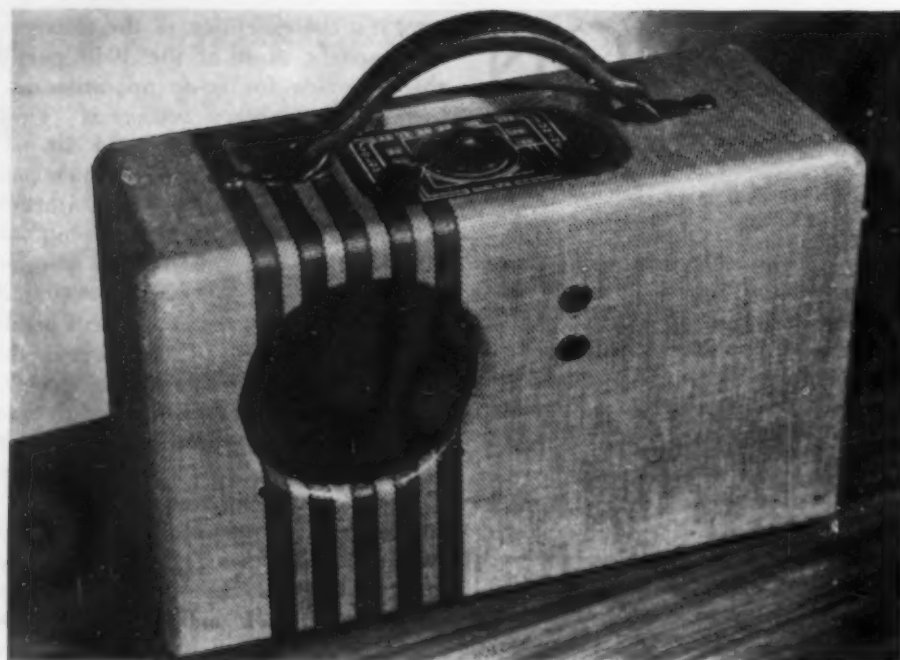
WITH the exception of the cheaper models, most of the 1940 portables provide for ac-dc operation as well as for battery reception. The change-over may be effected by a switch on the front panel, a switch on the chassis, or a switch which works automatically when the ac-dc plug is removed for insertion into a power outlet.

The best arrangement is one which provides for the exit of the power cord through a door which has to be opened to allow for the exit, thus supplying ventilation during power operation. This is important since extra heat (which reduces battery life) is generated when the set is plugged in. With the *Admiral*, opening the door automatically changes the set from battery to ac-dc operation, and the radio cannot operate from the power lines with the door closed.

If the set is to be operated altogether by batteries, there is small advantage in buying an ac-dc combination; the difference in performance is rarely worth the added price. Do not judge by the number of tubes, as one tube in the ac-dc combination is not used with battery operation. In other words, a 5-tube ac-dc battery combination is equal only to a 4-tube battery portable.

You may expect to find variations in the performance of different sets of the same brand, and should, whenever possible, check several samples of a model on weak stations. In a demonstration, it is preferable to check the sensitivity of the portable during the day; even a poor portable may pick up a good quota of stations at night. Be suspicious of portables in which the batteries are already installed, as a good portion of the battery life may have been used up in demonstrations or simply wasted in shelf life (batteries deteriorate slowly, even when not in use).

A simple check on batteries, with combination portables, is to compare power-line reception with that of batteries. Usually there will be a slight, and normal, improvement from power reception. If the improvement is pronounced, however, chances are that the batteries are deteriorated and new ones should be demanded. If, with dated batteries, the date has been passed, the batteries should not be accepted.



NO PROTRUDING KNOBS

... to bump into your knee when you carry this set is one of its good features

Claims for battery life—usually based on the assumption that the portable will be operated three hours a day—vary with the manufacturer and model. However, as the portable is seldom more than an auxiliary radio and rarely in operation so constantly as this, a somewhat longer life may be expected.

The number of hours a battery will last depends to a great extent upon whether the service is intermittent or continuous. In general, the shorter and more sporadic the periods during which the battery is discharged—the more intermittent the use—the longer will be the life of the battery. In actual operation it is not unusual for batteries to last for one year, particularly where power-line operation carries part of the burden.

Replacement batteries for most portable radios can be purchased for less than \$3. With the exception of occasional tube replacements and possible servicing, this price will represent the yearly operating cost of the average portable. People who use their portables a bit more consistently may run the battery budget as high as \$5 per year. All portables have some form of an on-off indicator (as a safeguard against running down batteries).

Of the two types of batteries, combinations (three separate batteries)

and units (all three in one container) are employed with about equal preference in 1940 portables. So far as battery life is concerned, there is now little to choose between the two types.

THE portable's sensitivity may be improved by the use of an aerial and a ground—although the improvement, with most portables, may be very slight and pickup may remain relatively unsatisfactory. Aerial and ground usually must be used together, as the aerial by itself will, as a rule, contribute very little; it may sometimes be found that reversing antenna and ground connections will improve reception. Rotating the radio will often effect some improvement, since the loop antenna is usually very directional. (Rotating the radio may also help when the portable is operated with antenna and ground; some portables will operate best with only a ground connection to either antenna or ground post.)

As noted above, the power output (volume) of portable radios remains very low. Large output is dependent upon large, efficient loudspeakers and amplifiers which consume a great deal more power than could be supplied by the small batteries in a portable radio. The amplifier of even a midget radio operating from the power lines

is capable of a power output of at least 10 times that of a good portable. Necessarily, this condition will affect tone quality; distortion sets in when the volume is turned up to the level provided by the average home radio.

Summing up, then, the portable does have a place among radio receivers, for it will work where ordinary power sources are not available, but it has decided limitations, and the user must accept them. The portable can in no way be regarded as a substitute for a home or auto radio.

In the following ratings, all weights include batteries. The number of tubes includes the rectifier in ac-dc combinations (not used when the portable is operated from batteries). All radios can be operated with an external aerial. None of the radios tested had tone control or push-button tuning. Unless otherwise noted, dial lights operate only on ac-dc. In all cases at least one sample of each model was tested and, in some cases, the tests were made on more than one.

\$15 GROUP

Best Buy

Sears' Silvertone Cat. No.—6256 (Sears-Roebuck). \$13.95 plus transportation. Weight 12 1/4 lb. Open front. 4 tubes. Battery operation only. 550 to 1,580 kilocycles. Volume better than average; tone and sensitivity good. Appearance fair.

Also Acceptable

(In estimated order of merit, price considered)

Lafayette "Way-Fairer" Model D-93¹ (Radio Wire Television, Inc., NYC). \$14.95 plus transportation. (Batteries \$2.45 extra plus transportation.) Weight 15 1/2 lb. Open front. 5 tubes. Ac-dc and battery operation. 550 to 1,600 kilocycles. Volume and sensitivity fair; tone good. Appearance good; mechanical construction excellent. Set has dial light and head phone connections. This set is a "Best Buy" if ac-dc operation is desired.

Ward's Airline Cat. No.—1461 (Montgomery Ward). \$13.95 (Summer sale catalog price \$12.95) plus transportation. Weight 11 3/4 lb. Open front, controls under handle. 4 tubes. Battery operation only. 540 to 1,650 kilocycles. Volume, tone and sensitivity fair. Appearance good.

¹ Available also at same price from Co-operative Distributors, NYC.

\$20 GROUP

Best Buy

Ward's Airline Cat. No.—2668 (Montgomery Ward). \$21.50 (Summer sale catalog price \$19.95) plus transportation. Weight 19 1/2 lb. (very heavy). Closed front. 6 tubes. Ac-dc and battery operation. 550 to 1,600 kilocycles. Volume, tone and sensitivity good. Appearance very good; workmanship excellent. Set has dial light and economizer switch, which will prolong life of batteries somewhat. Good ventilation. Best tone of all portables tested. Would be best all-round portable except for weight, but note the superior sensitivity of the *Admiral* Model G-6 below.

Also Acceptable

(In estimated order of merit, price considered)

Emerson Model EA-357 (Emerson Radio & Phonograph Corp., NYC). \$19.95. Weight 14 3/4 lb. Open front. 6 tubes. Ac-dc and battery operation. 540 to 1,600 kilocycles. Tone fair to good; volume and sensitivity good. A-c operation much better than on batteries. Appearance good. With the exception of the carrying cases and, in some models, a slightly larger speaker, this portable is similar to the *Emerson* Models 338 (\$24.95), 339 (\$29.95) and 340 (\$29.95). These higher-priced models are considered relatively poor values.

Lafayette Model CC-72¹ (Radio Wire Television, Inc., NYC). \$19.95 plus transportation. Weight 16 lb. Closed front (with key and lock). 6 tubes. Ac-dc and battery operation. 540 to 1,720 kilocycles (receives police). Tone and volume good; sensitivity fair on batteries and much better with power-line operation. External antenna helps. Appearance excellent.

Philco Model 41-81 (Philco Radio & Television Corp., Philadelphia). \$17.95. Weight 10 1/2 lb. (lightest weight of those tested). Open front. 4 tubes. Battery operation only. 540 to 1,600 kilocycles. Tone good; volume and sensitivity fair. Appearance excellent; construction good.

Not Acceptable

Sears' Silvertone Cat. No.—6274. \$19.95 (Summer sale catalog price \$15.95). Weight 16 lb. Closed front. 5 tubes. Ac-dc and battery operation. 550 to 1,700 kilocycles (gets police). Tone, volume and sensitivity only fair. Mechanical work poor. No ventilation.

\$25 GROUP

Acceptable

(In estimated order of merit)

Emerson Model 338 (Emerson Radio &

¹ Available also at same price from Co-operative Distributors, NYC.

Phonograph Corp., NYC). \$24.95. Weight 15 lb. Similar to the Model EA-357 above.

Admiral Model F-5 (Continental Radio & Television Corp., Chicago). \$24.95. Weight 13 3/4 lb. Open front. 5 tubes. Ac-dc and battery operation. 540 to 1,550 kilocycles. Tone, volume and sensitivity good. Appearance very good. Single-unit battery.

Philco Model 41-84 (Philco Radio & Television Corp., Philadelphia). \$24.95. Weight 15 1/2 lb. Open front. 5 tubes. Ac-dc and battery operation. 550 to 1,600 kilocycles. Tone and volume good; sensitivity fair. Appearance and construction excellent. Antenna and ground help considerably with this portable, and power-line performance is definitely better than operation from batteries. Single-unit battery.

\$30 GROUP

Best Buy

Admiral Model G-6 (Continental Radio & Television Corp., Chicago). \$29.95. Weight 14 lb. Closed front. 6 tubes. Ac-dc and battery operation. 540 to 1,550 kilocycles. Tone and volume good; sensitivity above average (best of all portables tested). Appearance good. Single-unit battery.

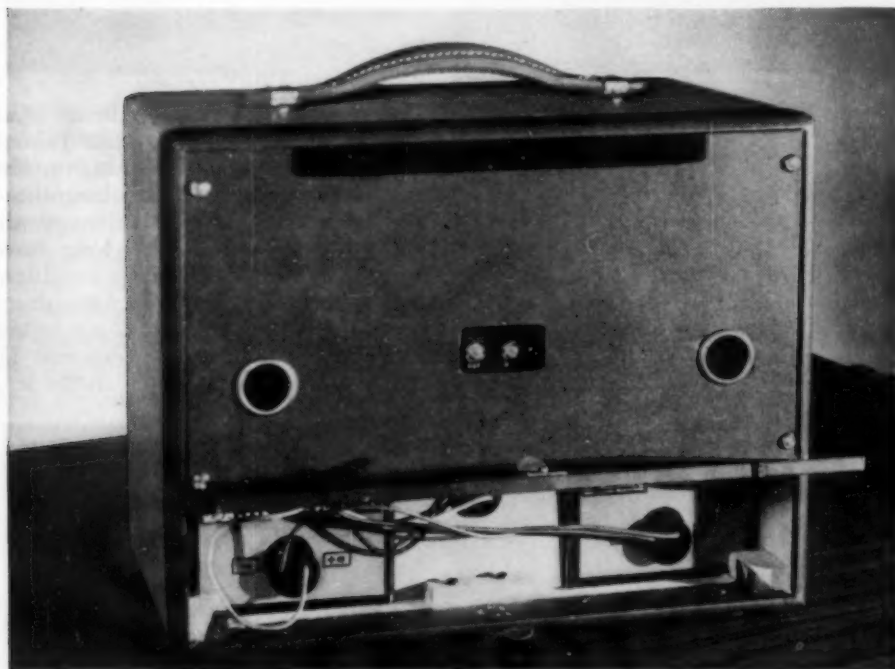
Also Acceptable

Farnsworth Model AT-31 (Farnsworth Radio & Television Corp., Fort Wayne, Ind.). \$29.95. Weight 19 1/2 lb. (very heavy). Closed front. 5 tubes. Ac-dc and battery operation. 550 to 1,700 kilocycles (picks up police). Tone and sensitivity good; volume better than average. Appearance very good with an attractive dial. Set has dial light. Construction excellent.

Philco Model 41-85 (Philco Radio & Television Corp.). \$29.95. Weight 16 1/2 lb. Ac-dc and battery operation. 550 to 1,600 kilocycles and 6.0 to 15.0 megacycles (short waves). Tone good; volume fair; sensitivity fair on both long and short wave. Push-button operates pilot light. Appearance very fine. Well ventilated, and back easily removed. Single-unit battery.

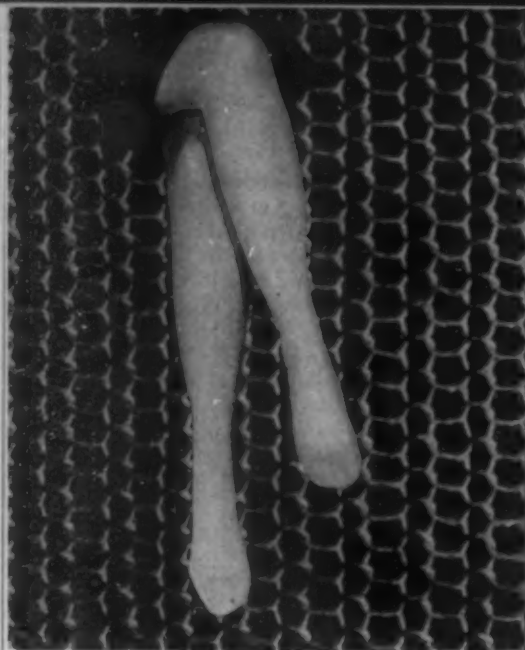
Not Acceptable

Zenith Model 5A01 (Zenith Radio Corp.). \$29.95. Weight 17 1/2 lb. Closed front. 5 tubes. Ac-dc and battery operation. 550 to 1,600 kilocycles. Tone and volume very poor, even for a portable; sensitivity only fair. Appearance good. Construction excellent, with easy accessibility to battery compartment. Off-on indicator superior to average. Single-unit battery. This portable is rated down on the basis of tone quality and volume.

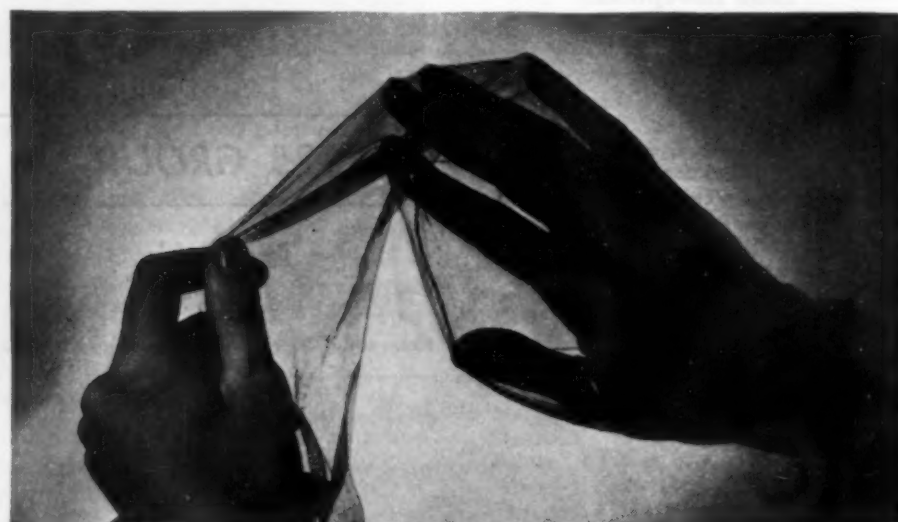


POWER OPERATION

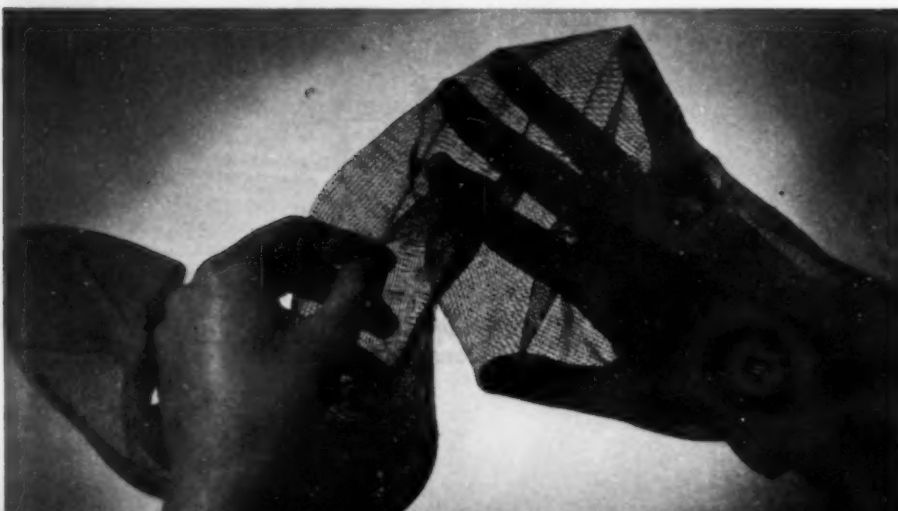
... creates more heat than battery operation. This radio assures necessary ventilation by means of a small door which the electric wire keeps open



Silk Stockings are old, familiar; women know pretty well what to expect of them. The one illustrated above is a three-thread 51-gauge hose. The individual yarn is as sheer as the nylon illustrated below, although slightly rougher in appearance, and the cost of the two pairs of hose is just about the same. To the left is the same hose magnified roughly 10 times.



Nylon Stockings (above) are new. Will they wear as well as or better than silk? CU is carrying out actual wear tests and will report the results (along with technical data) in an early issue. Illustrated is a 30 denier, 45-gauge nylon hose, made of a single yarn composed of 10 filaments; to the left a magnification of approximately 10 times. Nylon hose are smooth and sheer in appearance; this pair cost \$1.15. **Cotton Stockings (below)** have long been frowned upon by fashionable women, and probably will continue to be. Illustrated below is one of the designs developed by the U. S. Dep't of Agriculture and now offered by Gotham—a 42-gauge, lightweight mesh, made of 2-ply cotton lisle yarn. To the left, a 10 times magnification of the same hose. They cost \$1 a pair, are coarse and harsh to the touch, are inclined to look baggy on the leg.



Club Soda and Ginger Ale

Twenty brands of club soda and 26 brands of ginger ale were tested for carbonation, clarity, sediment and taste, among other factors. Here is a discussion of test results and ratings

CLEOPATRA, according to a pretty legend which has the full approval of publicists for the carbonated beverage industry, used to dissolve a pearl in a glass of wine, thereby adding to her other distinctions that of being one of the world's first consumers of artificially carbonated drinks. Long before her time, of course, sources of natural carbonated water were known and became meccas for the ailing, but artificially carbonated water was a comparatively late development in the history of human culture.

Cleopatra's method, true or false, was not particularly well suited to mass production. Pearls are expensive gadgets to come by, at any rate, and it was not until the late 18th century that a practical method of imparting bubbles to liquids was discovered.

Joseph Priestley, the English chemist who discovered oxygen, was the first to impregnate water with carbon dioxide gas. The results were not very satisfactory, but Priestley said, "I do not doubt but that, by the help of a condensing engine, water might be much more highly impregnated with the virtues of the Pyrmont spring, and it would not be difficult to contrive a method of doing it."

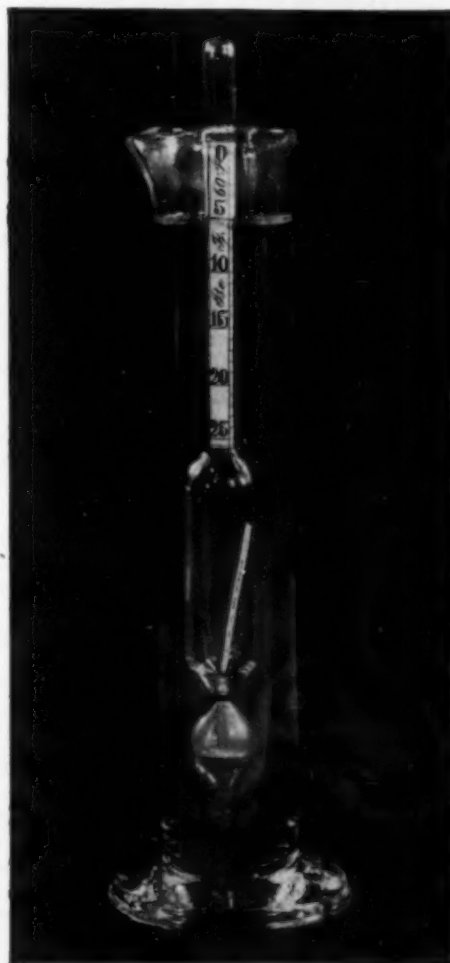
And so it turned out. A Philadelphia physician with the incredible name of Philip Syng Physick prescribed carbonated water to his patients and persuaded Townsend Speakman, a Philadelphia druggist, to make it. The result was immediate success, and many were the citizens of Philadelphia who came daily to Speakman's shop for their glass of carbonated water. Then, in 1807, Speakman, knowing human frailty, began flavoring this water with fruit juices.

For good or ill, America's soft drink industry was born.

Carbonated beverages are still made with carbon dioxide gas. It is this gas which gives them their characteristic

"fizz" when poured and their acid taste. The base for all such beverages is ordinary carbonated water (or "soda water") which consists of a solution of carbon dioxide gas under pressure in water without added flavor or color. "Soda water" is actually a misnomer; the term arose because baking soda was early used in the manufacture of these beverages. It was soon replaced by other compounds, however; at present carbonated water contains no soda.

At soda fountains and bars, water



"EXTRA PALE DRY"

... is the claim of many ginger ale producers. But the hydrometer shows that many brands so labelled actually have a high sugar content

is charged with carbon dioxide, kept under pressure in steel cylinders, and drawn off as needed from a special faucet. It is also sold widely in bottles under various names, including "sparkling water," "club soda," "charged water," and "Seltzer" (the latter term arising originally from a German mineral spring).

Carbon dioxide is a heavy, colorless, odorless gas. Unlike carbon monoxide, it is non-poisonous and, taken in the form of carbonated beverages, quite harmless. When dissolved in water it forms carbonic acid, which causes the tart tangy taste.

Water for carbonating must often be specially treated to give it satisfactory qualities: it should be clear, colorless, odorless, good to taste, should contain only proper kinds and amounts of minerals, and, of course, should be free of suspended solid matter and undesirable microbes. The carbonation should be high enough to give the water a good taste and fizz, and the fizz should be retained as long as possible after exposure to air.

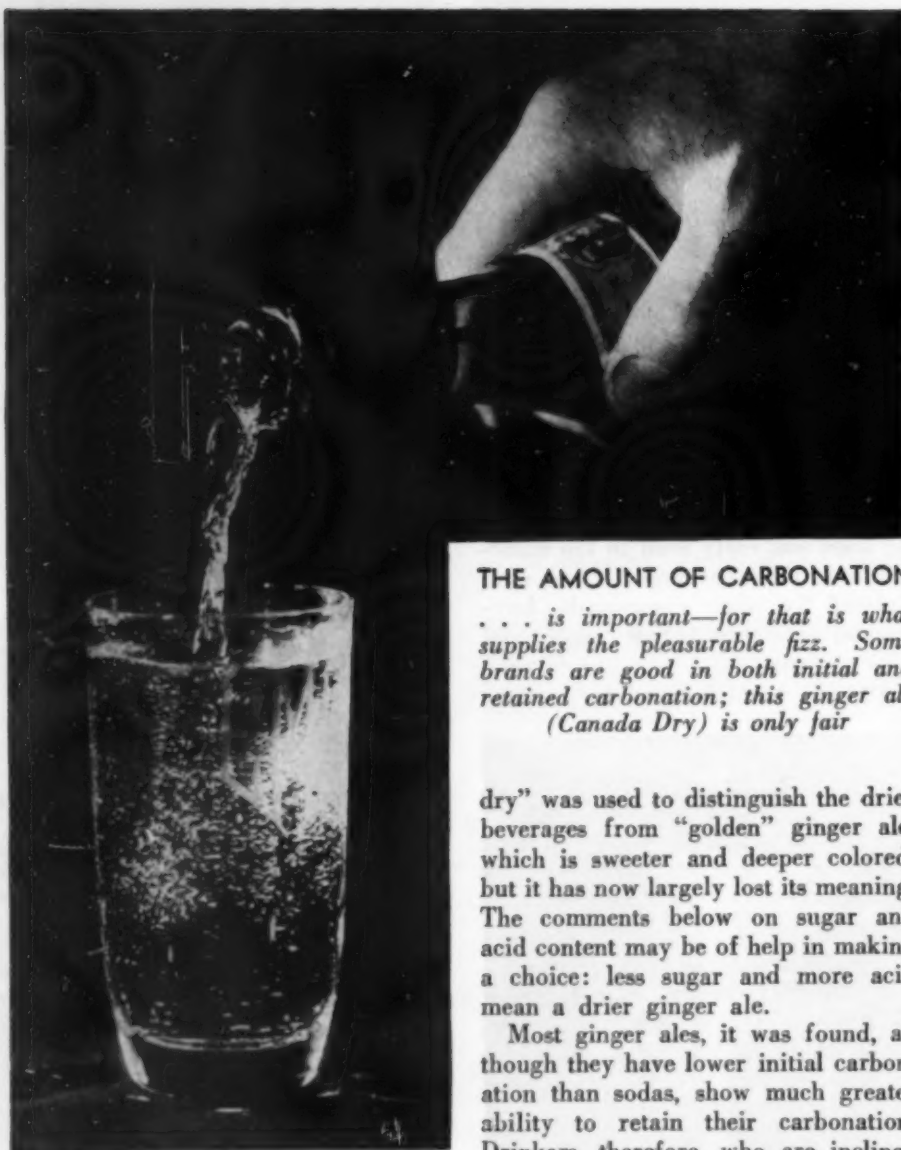
A further function of carbonation is that it kills or inhibits many kinds of bacteria. Some of the carbonated waters tested were so-called "mineral waters," with the minerals either natural or artificially added; for a discussion of health aspects of "mineral waters" see page 11.

IN CU's tests each bottle of carbonated water was carefully examined for clarity, sediment, color, and obvious off-tastes or odors. The amount of carbonation, initial and retained, was the principal factor by which quality was judged. The amount of carbon dioxide in each bottle was measured by puncturing the cap with the hollow needle of a specially designed pressure gauge. Gas retention was measured by allowing each bottle to stand open for definite periods at standardized temperatures and then retesting.

Three samples of each brand of club soda and six samples of each brand of ginger ale were used in the tests, though not all samples were used for all of the tests.

Ginger ale is given its distinctive color and flavor by sugar, citric acid, ginger flavor and caramel color added to the water and gas. In CU's tests, the amount and retention of carbon dioxide in each ginger ale was meas-

A note on labor conditions in the carbonated beverage industry will be found on page 33.



THE AMOUNT OF CARBONATION

... is important—for that is what supplies the pleasurable fizz. Some brands are good in both initial and retained carbonation; this ginger ale (Canada Dry) is only fair

dry" was used to distinguish the drier beverages from "golden" ginger ale, which is sweeter and deeper colored, but it has now largely lost its meaning. The comments below on sugar and acid content may be of help in making a choice: less sugar and more acid mean a drier ginger ale.

Most ginger ales, it was found, although they have lower initial carbonation than sodas, show much greater ability to retain their carbonation. Drinkers, therefore, who are inclined to let their drinks stand around for long intervals before finishing them, will find that they are likely to stay "alive" longer with ginger ale as a mixer.

THERE is definite need for control of carbonated beverage containers. Ginger ale and soda are often sold in odd-sized bottles, such as "1 pint, 13 fluid ounces," making it difficult for the consumer to compare prices. There is no good reason why beverage bottles should not fall into a few standard sizes. But they don't. In the ratings the calculated cost per pint is given for each brand.

The Food & Drug Administration recently exempted carbonated beverages from compulsory declaration of ingredients on the label, giving in, perhaps, to the tremendous pressure brought by the bottlers' lobby in

Congress. The exemption is regrettable, for the names of beverages often give the consumer very little idea, or even a misleading idea, of their composition.

Neither are there laws governing the design, construction or inspection of siphon bottles in which carbonated water is frequently sold. Such bottles are convenient but also quite dangerous. Numerous cases of serious injury from exploding siphon bottles have been reported (one California insurance company settled 60 such cases in one year), and flying glass has caused serious wounds, infection and blindness.

High temperatures and rough handling make such explosions even more likely. CU rates all siphon bottles "Not Acceptable." Cartridge-type bottles which can be recharged at home are still more dangerous—for in some of them the pressure can be built up almost indefinitely. Even ordinary carbonated water bottles may explode if dropped or strongly heated and shaken or thawed too quickly after they have been frozen.

Unopened carbonated beverages retain gas better if the bottles are stored lying on their side. After use, bottles must be stoppered to preserve carbonation in any remaining liquid. Special bottle stoppers are available for this purpose.

The Vitamin Beverage Corp., doubtless inspired by medical findings that persons who live largely on alcoholic drinks often suffer from a lack of vitamins, has added vitamins B₁ and G to its club soda, *V. V. Vitawater*.

CARBONATED WATER ("Club Soda")

Best Buys

Par-T-Pak Club Soda Sparkling Water (Nehi Corp., Columbus, Ga.). Quart bottle, 10¢; cost per pint, 5¢. Carbonation good; retention fair. Samples of this brand purchased in Florida showed much lower carbonation; this may be partly justified by warmer climate, since heated bottles explode more readily.

Bohack's Lithiated Sparkling Water (distrib., H. C. Bohack Stores). Pint bottle, 4 for 25¢; cost per pint, 6¢. Carbonation and retention good. Had mild taste of added minerals.

ured, as with carbonated waters. The amounts of sugar and citric acid were determined and are reported in the ratings below as "high," "medium," or "low." Each sample was carefully examined to detect any lack of clarity, presence of sediment, unusual color, odor, or flavor. As with soda water, the amount of initial and retained carbonation was the principal factor on which quality was judged, since there was little variation in quality on other counts.

Apparently, manufacturers feel that the terms "pale" and "dry" have come to be synonymous with good quality; at any rate, each tries to outclaim the others until we have the absurdity of an extra deep-colored ginger ale being called "extra pale." Actually, there is no reason why a ginger ale must be pale and dry; many people prefer sweet mixtures. Originally the phrase "pale

Pomeroy Club Soda (Everbest Food Products, Inc., NYC). 1-pt., 12-fl. oz. bottle, 10¢; cost per pint, 6¢. Carbonation good; retention fair.

Belfast Sparkling Lithiated Water Club Soda (New Century Beverage Co., San Francisco). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation good; retention best of all carbonated waters tested. Strong flavor of added minerals.

Also Acceptable

(In order of cost per pint, but note comments)

Millbrook Lithiated Club Soda (Millbrook Products Co., Somerville, Mass.). 1-pt., 12-fl. oz. bottle, 3 for 25¢; cost per pint, 5¢. Carbonation and retention fair.

Checker Club Sparkling Club Soda (Everbest Food Products, Inc.). "1-pt., 8-fl. oz." bottle, 10¢ (bottle actually contained 5.5 ounces more than claimed contents); cost per pint (actual), 5¢. Carbonation and retention poor.

Myer Sparkling Club Soda (Myer Products, Inc., NYC). 1-pt., 13-fl. oz. bottle, 10¢; cost per pint, 6¢. Carbonation and retention fair.

Blue Moon Carbonated Sparkling Water (Tripure Products Co., Miami, Fla.). 12-fl. oz. bottle, 6 for 25¢; cost per pint, 6¢. Carbonation and retention fair. (Low carbonation may be partly justified in Florida by warm climate.)

Yukon Club Sparkling Club Soda (distrib., A & P Stores). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation and retention fair.

Saratoga Quevic Vichy Water (Quevic Spring Co., Saratoga Springs, N. Y.). Quart bottle, 15¢; cost per pint, 8¢. Carbonation and retention fair. Contained added table salt and baking soda; resulting strong mineral flavor.

Grisdale Lithiated Sparkling Water (distrib., Gristede Bros. Stores). Pint bottle, 3 for 25¢; cost per pint, 8¢. Carbonation and retention fair.

Briargate Club Soda (distrib., Walgreen Drugstores). 28-fl. oz. bottle, 15¢; cost per pint, 9¢. Carbonation and retention fair.

"C&C" Club Soda (Cantrell & Cochrane; E. & J. Burke, Long Island City, N. Y., Sole Agents). 12-fl. oz. bottle, 3 for 25¢; cost per pint, 11¢. Carbonation and retention fair.

Canada Dry Sparkling Club Soda (Canada Dry Ginger Ale, Inc., NYC). 12-fl. oz. bottle, 3 for 25¢; cost per pint, 11¢. Carbonation good; retention fair.

V. V. Vitawater (Vitamin Beverage Corp., NYC). 12-fl. oz. bottle, 6 for 50¢; cost per pint, 11¢. Carbonation good; retention fair. Contained added vitamins B₁ and G. Slightly off-taste, off-odor, and off-color, possibly because of added vitamins.

Hoffman Sparkling Club Soda (Hoffman Beverage Co., Newark, N. J.). 12-fl. oz. bottle, 3 for 25¢; cost per pint, 11¢. Carbonation good; retention fair. Contained added minerals.

Kelly Dry Sparkling Club Soda (Kelly Dry Ginger Ale, Long Island City, N. Y.). 1-pt., 13-fl. oz. bottle, 20¢; cost per pint, 11¢. Carbonation fair; retention good.

White Rock Lithiated Water (White Rock Mineral Springs Co., Waukesha, Wis.). 12-fl. oz. bottle, 6 for \$1; cost per pint, 22¢. Carbonation distinctly lower than other brands; not suitable for general use as a carbonated water. Expensive.

GINGER ALE

Best Buys

Belfast Dry (New Century Beverage Co., San Francisco). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation and retention good. Medium sugar, low acid type. Flavor test rating above average. Not "extra pale" as claimed.

Bohack's Pale (distrib., H. C. Bohack Stores). Pint bottle, 4 for 25¢; cost per pint, 6¢. Carbonation and retention good. High sugar, medium acid type. Flavor test rating above average.

Par-T-Pak (Nehi Corp., Columbus, Ga.). 32-fl. oz. bottle, 10¢; cost per pint, 5¢. Carbonation good; retention fair. (Samples of this brand bought in Florida had only fair carbonation; this may be partly justified by warm climate there.) Medium sugar, medium acid type.

Myer Sparkling Pale Dry (Myer Products, Inc., NYC). 1-pt., 13-fl. oz. bottle, 3 for 25¢; cost per pint, 5¢. Carbonation and

retention good. Low sugar, medium acid type.

Kroger's Latonia Club Pale (distrib., Kroger Stores). 1-pt., 8-fl. oz. bottle, 7¢; cost per pint, 5¢. Carbonation and retention good. Low sugar, low acid type. Contained lemon and lime flavor.

Grisdale Extra Fine Pale Dry (distrib., Gristede Bros., NYC). 1-pt. bottle, 3 for 25¢; cost per pint, 8¢. Carbonation and retention good. Flavor test rating above average. High sugar, medium acid type. Slightly short volume.

Also Acceptable

(In order of cost per pint, but note comments)

Agua Caliente Dry Sparkling (Clover Leaf Products Co., Los Angeles; distrib., Ralph's Markets). 1-pt., 8-fl. oz. bottle, 5¢; cost per pint, 3¢. Carbonation fair; retention good. Low sugar, medium acid type. Not "pale" as claimed.

Millbrook Club Pale (distrib., First National Stores). 1-pt., 12-fl. oz. bottle, 3 for 25¢; cost per pint, 5¢. Carbonation good; retention fair. Medium sugar, high acid type.

Pomeroy Pale Dry (distrib., Daniel Reeves, Inc., NYC). 1-pt., 12-fl. oz. bottle, 3 for 25¢; cost per pint, 5¢. Carbonation fair; retention good. Medium sugar, medium acid type. Flavor test rating below average. Not "pale" as claimed.

Checker Club Pale (Everbest Food Products, Inc., NYC). 1-pt., 12-fl. oz. bottle, 10¢; cost per pint, 6¢. Carbonation good;

Is Soda Water Good For You?

THE agreeable taste of sparkling, bubbling water has been known since the first natural spring waters were discovered many centuries ago. These waters, charged with carbon dioxide and numerous minerals, have been credited with a multitude of properties—most of them of doubtful value to the ailing. There can be no doubt, however, that carbonated water itself may be pleasanter and more refreshing to drink than ordinary water.

One explanation for the greater palatability is that tiny bubbles of carbon dioxide, liberated as the fluid passes over the mucous membrane of the throat, esophagus and stomach, have a sedative or soothing effect on the nerve endings. Another virtue, for some people at least, may be the opportunity that charged water provides for a hearty belch. Whatever its manner of action, carbonated water provides a refreshing, pungent drink useful in allaying thirst and lessening nausea, and offering a pleasant way of giving much-needed fluid to the feverish or dehydrated patient who might otherwise refuse fluids.

Any objection to carbonated drinks must be laid not to the soda water itself but to substances mixed with the water, principally sugary syrups. The problems in nutrition raised by the excessive consumption of sugars and sweets in this country were discussed in detail in the December 1939 issue of *CU Reports*. Much of this excess is due to the heavy consumption of soft drinks. Aside from the dangers of overweight and possible damage to teeth, the abnormally high percentage of sugar in the average American diet has tended to reduce the intake of protective foods, rich in vitamins, minerals and proteins—all essential to an adequate diet.

The content of minerals in a mineral water is of no importance to persons in normal health, and of little importance in human disorders. The normal person needs no "alkalizing minerals" and the ailing person needs no cathartic salts. "Lithiated" waters for medical treatment have few supporters in medical circles. In large amounts, in fact, these waters may cause urinary disorders.

retention fair. Low sugar, medium acid type.

Blue Moon Pale (Tripure Products Co., Miami, Fla.). 12-fl. oz. bottle, 6 for 25¢; cost per pint, 6¢. Carbonation and retention fair. Medium sugar, high acid type. Flavor test rating above average.

Snowy Peak (distrib., Safeway Stores). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation and retention fair. Medium sugar, high acid type. Flavor test rating below average.

Sweet Girl Extra Dry Pale (distrib., National Tea Co. Stores). 1-pt., 8-fl. oz. bottle, 10¢; cost per pint, 7¢. Carbonation fair; retention good. Medium sugar, medium acid type.

Penguin Pale (distrib., Grand Union Co. Stores). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation and retention fair. Low sugar, low acid type.

Gaylord's Pale (Chancellor Beverage Co., distrib., Owl Drugstores). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation good; retention fair. Low sugar, high acid type. Flavor test rating above average.

Collins Pale Dry (Quaker Bottling Co., Minneapolis). 1-pt., 8-fl. oz. bottle, 10¢; cost per pint, 7¢. Carbonation and retention good. Medium sugar, high acid type.

Yukon Club Sparkling Pale (distrib., A & P Stores). 12-fl. oz. bottle, 5¢; cost per pint, 7¢. Carbonation and retention fair. Medium sugar, medium acid type. Flavor test rating below average.

Old Briargate Pale Dry (distrib., Walgreen Drugstores). 28-fl. oz. bottle, 15¢; cost per pint, 9¢. Carbonation highest of ginger ales tested; retention good. Medium sugar, medium acid type. Flavor test rating below average. Not "pale" as claimed.

Kelly Dry Extra Dry (Kelly Dry Ginger Ale Co., Long Island City, N. Y.). 1-pt., 13-fl. oz. bottle, 20¢; cost per pint, 11¢. Carbonation and retention good. High sugar, low acid type. Actually sweet ginger ale, not "extra dry" as claimed.

Hoffman Extra-Dry Pale Dry (Hoffman Beverage Co., Newark, N. J.). 12-fl. oz. bottle, 3 for 25¢; cost per pint, 11¢. Carbonation and retention good. Medium sugar, medium acid type.

Canada Dry Pale (Canada Dry Ginger Ale, Inc., NYC). 12-fl. oz. bottle, 3 for 25¢; cost per pint, 11¢. Carbonation and retention fair. High sugar, medium acid type.

Cantrell & Cochrane's (distrib., E. & J. Burke, Ltd., Long Island City, N. Y.). 12½-fl. oz. bottle, 6 for 50¢; cost per pint, 11¢. Carbonation and retention fair. Low sugar, low acid type. Flavor test rating below average.

Saratoga Queric Pale (Queric Spring Co., Saratoga Springs, N. Y.). 12-fl. oz. bottle, 10¢; cost per pint, 13¢. Carbonation and retention fair. Low sugar, medium acid type.

Macy's Red Star Pale Dry (distrib., R. H. Macy & Co., NYC). 12-fl. oz. bottle, \$1.29 a doz. (delivered in NYC or vicinity, no bottle deposit or refund); cost per pint, 14¢. Carbonation and retention good. Medium sugar, low acid type.

Electric Fans

CU tested 47 fans (of 15 brands), including eight- and ten-inch models of various types; below are a summary of findings, a table of output and efficiency, and price and quality ratings

WHEN the mercury hits 90 this Summer, don't dash out to the nearest drugstore and tell the clerk to wrap up a two- or three-dollar fan. Chances are that it won't cool you off much, that it will only make you hot under the collar. The primary purpose of an electric fan is to deliver a current of air, and the amount of air delivered by most of the cheaper fans is small indeed.

If you want a fan which will deliver a current of air adequate for ordinary household use, you will have to spend \$8 to \$10 for a 10-inch oscillating fan, or about \$2 less for a 10-inch fan without the oscillating mechanism.

The purchase of an 8-inch fan, except where a very small breeze is desired, is usually not worthwhile. Ten-inch fans of the lower price lines are acceptable for most ordinary conditions of use. They are somewhat lower in efficiency and air capacity than models of the standard lines, but in actual fan value per dollar there is little choice between the two.

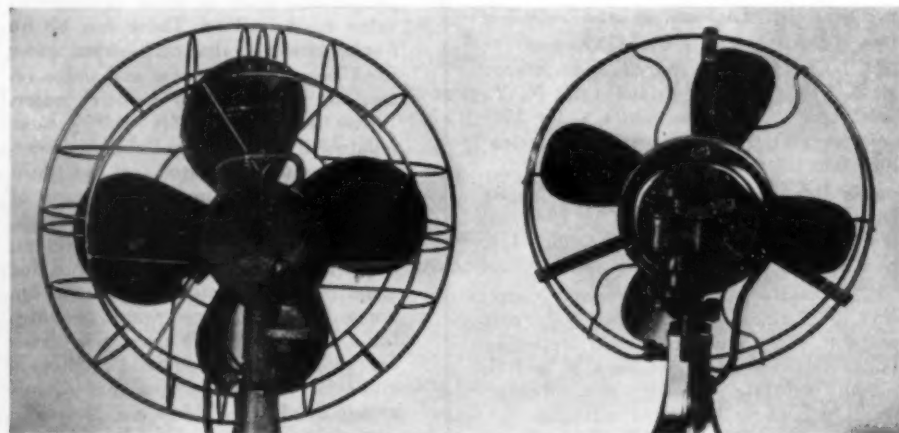
As the accompanying table shows, quiet-type fans, employing the wider overlapping blades, are in many cases lower in air capacity and efficiency than standard types. These fans do not

have the hum of the narrow blades but give the sound of a continuous rush of air; they are somewhat quieter than the standard types, but most standard fans are now quiet enough not to be objectionable. Quiet models cost from \$2 to \$4 more than the standard models and, in most cases, in addition to blades of different design, are somewhat better in general construction.

While there has been improvement in guards in recent years, there is room for more. On most fans adequate protection is lacking in the rear of the fan, where it is most needed. Contact with the front of the blades usually means nothing more than a rap on the fingers; contact with the back may mean a severe cut. Don't lift a fan by the guard while it is running.

The *Samson Safe-flex* with rubber blades is a very good buy from the standpoint of blade safety. And, while its efficiency is below average, its air capacity is excellent. Fans of this type are recommended for use in children's rooms.

FORTY-SEVEN fans representing 15 brands were tested for this report. Four models of each brand, where available, were tested. These were



GUARDS IN THE BACK

... are most important, for contact with the back of the blades may mean a severe cut. Here is a fan with good protection—and one with bad

CONSUMERS UNION Reports

the 8-inch stationary fan, two different 10-inch oscillating fans and a 10-inch oscillating fan with quiet-type blades. Most manufacturers offer, in addition to a "Standard" 10-inch fan at \$12 to \$14, a "Junior" model at about \$8 to \$10. In order to compare values within brands both the Standard and Junior 10-inch oscillating fans of each brand were tested, wherever possible.

Laboratory tests were made on the basis of Federal Specifications W-F-101a for electric fans. Factors included in the tests and used as a basis for appraising the fans were four: thrust, efficiency, noise, and general construction.

The thrust reaction is the pressure, in pounds, exerted by the fan on the air; it is a measure of the output of the fan. Efficiency is the relationship between current consumed and air delivered.

Noise, measured in the laboratory, was considered in all types of fans tested, but differences among brands were given greatest consideration in rating fans of the "quiet" type. A careful examination of general construction was made as a guide to durability.

Construction and design of the guards were considered as safety factors, as also were results of the test for shock hazard (current leakage between the motor case and the frame). Excessive hazard is noted below.

The ratings below are in order of fan value per dollar. For ratings in strict order of quality, see the accompanying table. All fans tested were a-c.

8-INCH FANS

Best Buy

Sears' Coldwave Cat. No.—05952 (Sears-Roebuck). \$3.75 (Summer sale catalog price \$2.95) plus postage. Output highest of 8" fans; efficiency very good for fans of this size; guard fair; noisy; construction fair. No switch. Second highest quality of all 8" fans tested.

Also Acceptable

(In order of merit, price considered)

Robbins & Myers Model 914 (Robbins & Myers, Inc., Springfield, Ohio). \$3.65 (sold by Cooperative Distributors, NYC, \$3.25). Output good; efficiency good; guard fair; quiet; construction good.

Wagner Model 41601 (Wagner Electric

JUNE, 1940



CU TESTED "THRUST"

... by suspending the fan on this paddle-like platform and measuring the swing of each model. **Signal (Model 550A)** ranked first in this respect

Corp., St. Louis). \$3.95. Output average; efficiency good; guard adequate; very quiet; construction fair.

Diehl Junior Model A-8012 (Diehl Mfg. Co., Elizabethport, N. J.). \$3.95. Output good; efficiency good; guard fair; very quiet; construction below average for 8" fans.

Hunter Model 580 (Hunter Fan & Ventilating Co., Fulton, N. Y.). \$3.95. Output average; efficiency good; guard adequate; very quiet; construction good.

Signal Model 216 (Signal Electric Mfg. Co., Menominee, Mich.). \$6.75. Output very good; efficiency average; guard not quite adequate for good protection; very quiet; construction very good. Highest quality of 8" fans tested but priced considerably above general price range.

Emerson Junior Model 2540 (Emerson Electric Mfg. Co., St. Louis). \$3.95. Output poor; efficiency average; guard not quite adequate for good protection; very quiet; construction poor.

Signal Coolspot Model 218. \$3.50. Output low; efficiency average; guard not quite adequate for good protection; very noisy; construction poor.

Samson Safe-flex Model 5248 (Samson United Corp., Rochester, N. Y.). \$4.95. Output and efficiency low; rubber blades; noisy; construction good.

Westinghouse Pacemaker Model 8KN3 (Westinghouse Electric & Mfg. Co., Springfield, Mass.). \$4.95. Output and efficiency low; guard poor; extremely quiet; construction fair.

Not Acceptable

The fans listed below are "Not Acceptable" for reasons of low output, poor efficiency, or poor construction in general. In most cases they were found to be quite noisy, indicating poor bearings and excessive vibration, but their low output alone was sufficient reason for the "Not Acceptable" rating. These are of the type of fans often found on drugstore notion counters.

Ward's Cat. No.—5054 (Montgomery Ward; manufactured by Knapp-Monarch). \$2.79 plus postage.

Knapp-Monarch Koldair Model 76-8 (Knapp-Monarch Co.). \$3.50.

Knapp-Monarch Jack Frost Model 90-8 \$3.95.

A. C. Gilbert Polar Club Model A321 (A. C. Gilbert Co.). \$3.95.

A. C. Gilbert Polar Club Model A318 \$2.25.

General Electric Model 49X718 (General Electric Co.). \$3.95.

Knapp-Monarch Moderne Model L-451-0 \$1.98.

10-INCH OSCILLATING FANS

Some fans rated below have blades of the "quiet type," but are not sold by the manufacturer as "quiet" fans. They are listed below, therefore, with the ordinary type.

Best Buys

Sears' Coldwave Cat. No.—05954 (Sears-Roebuck). \$7.95 (Summer sale catalog price \$6.95) plus postage. Output average; efficiency good; guard adequate; noise average; construction good. Provided with handle. Two speeds.

Hunter Model 650 (Hunter Fan & Ventilating Co., Fulton, N. Y.). \$11.95. Highest output of all fans of this type tested; efficiency very good; noise above average but satisfactory considering high air output; guard protection in back negligible but this lack is partially offset by provision of handle for picking up fan; construction good.

Emerson Model 2450 B (Emerson Electric Mfg. Co., St. Louis). \$11.95. Output and efficiency good; quiet; guard adequate; construction fair. Two speeds.

(Continued on page 14)

Also Acceptable

(In order of merit, price considered)

Knapp-Monarch Moderne Model L-951-O
(Knapp-Monarch Co., St. Louis). \$3.98.
Output average; efficiency very low; guard

good; very noisy; construction fair. This fan merits a high rating in this price-and-quality listing only because of its low price. For strict quality rating, see table.

Diehl Junior Model 10AJ17 (Diehl Mfg. Co., Elizabethport, N. J.). \$9.95 (non-oscillating Model 10012, \$6.95). Output

and efficiency average; guard very good; slightly above average in noise; construction fair. Quiet-type blades.

Robbins & Myers Junior Model 1014
(Robbins & Myers, Inc., Springfield, Ohio). \$8.75. Output and efficiency average; guard below requirement for adequate protection; noise average; construction good. This and *Diehl*, rated above, are highest quality in the "Junior" (\$9-\$10) price class.

Diehl Model G-10512-6. \$12.95. Output average; efficiency very good; noisy; guard adequate; construction good.

Eskimo Model 1005J (Bersted Mfg. Co., Fostoria, Ohio). \$6.90. Output average; efficiency very poor; guard is adequate in front but offers only slight protection in rear; very noisy; construction fair. Highest quality in the lowest price range (\$4-\$8) of 10" fans.

Wagner Model 52601 (Wagner Electric Corp., St. Louis). \$9.95 (non-oscillating Model 51601, \$6.95). Output and efficiency average; guard adequate; somewhat noisy; construction good. Quiet-type blades.

Ward's Cat. No.—5056 (Montgomery Ward; manufactured by Knapp-Monarch). \$6.65. Similar to *Knapp-Monarch Jack Frost Model 92-8*. Guard adequate; very noisy; construction fair.

Robbins & Myers Model 804C. \$11.95 (non-oscillating Model 5104C, \$10.95). Output and efficiency average; guard fair; very noisy; construction good.

Knapp-Monarch Jack Frost Model 92-8. \$8.95. Output low; efficiency very low; very noisy; guard and construction fair.

Westinghouse Pacemaker Model 10-K-3
(Westinghouse Electric & Mfg. Co., Springfield, Mass.). \$9.95. Output and efficiency low; guard not quite adequate; noise average; construction good. Quiet-type blades.

Westinghouse Standard Model 10-F-3. \$15.95 (non-oscillating Model 10-SFN-3, \$10.95). Output and efficiency average; guard inadequate; noise average; construction good. Three-position switch reduces speed but fan draws as much current on low speeds as on highest speed. Overpriced.

Wagner Model 52602. \$11.95. This model is inferior in output, efficiency, guard design and quietness to the *Wagner* model 52601 rated above; only in construction, which is very good, is it superior.

Not Acceptable

The following are rated "Not Acceptable" for reasons of low output, low efficiency, excessive noise and vibration and poor construction.

Knapp-Monarch Koldair Model 78-9. \$7.95.

Knapp-Monarch Moderne Model L-960-O. \$4.95.

A. C. Gilbert Model A33 (A. C. Gilbert Co.). \$6.95.

Comparison of Output and Efficiency

Listings are in order of quality without regard to price.

MAKE AND MODEL	PRICE (\$)	LBS. THRUST (OUTPUT)	POWER CONSUMPTION (INPUT) IN WATTS	POWER CON- SUMPTION IN WATTS PER LB. THRUST (EFFICIENCY) ¹
8-Inch Fans				
<i>Signal Model 216</i>	6.75	.162	46	284
<i>Sears' Coldwave Cat. No. 05952</i>	3.75 ²	.167	39	233
<i>Wagner Model 41601</i>	3.95	.128	33	258
<i>Robbins & Myers Model 914</i>	3.65	.133	45	248
<i>Diehl Junior Model A-8012</i>	3.95	.130	33	254
<i>Hunter Model 580</i>	3.95	.124	33	266
<i>Emerson Junior Model 2540</i>	3.95	.104	29	278
<i>Signal Coolspot Model 218</i>	3.50	.106	31	290
<i>Westinghouse Pacemaker Model 8KN3</i>	4.95	.085	34	400
<i>Samson Safe-flex Model 5248</i>	4.95	.095	46	485
<i>Knapp-Monarch Koldair Model 76-8</i> ..	3.50	.097	38	392
<i>Ward's Cat. No. 5054</i>	2.79 ²	.060	42	700
<i>A. C. Gilbert Polar Club Model A321</i> ..	3.95	.072	31	430
<i>General Electric Model 49X718</i>	3.95	.080	38	475
<i>Knapp-Monarch Jack Frost Model 90-8</i>	3.95	.081	38	470
<i>A. C. Gilbert Polar Club Model A318</i> ..	2.25	.080	33	415
<i>Knapp-Monarch Moderne</i> Model L-451-0.....	1.98	.045	37	820
10-Inch Fans				
<i>Diehl Model G-10512-6</i>	12.95	.240	42	175
<i>Hunter Model 650</i>	11.95	.322	49	152
<i>Emerson Model 2450 B</i>	11.95	.286	48	168
<i>Sears' Coldwave Cat. No. 05954</i>	7.95 ²	.264	41	155
<i>Westinghouse Standard Model 10-F-3</i> ..	15.95	.244	42	172
<i>Robbins & Myers Junior Model 1014</i> ...	8.75	.246	47	191
<i>Diehl Junior Model 10AJ17</i>	9.95	.240	42	175
<i>Robbins & Myers Model 804C</i>	11.95	.258	46	185
<i>Wagner Model 52601</i>	9.95	.241	46	190
<i>Wagner Model 52602</i>	11.95	.229	46	200
<i>Eskimo Model 1005J</i>	6.90	.220	61	278
<i>Westinghouse Pacemaker Model 10-K-3</i>	9.95	.220	49	223
<i>Ward's Cat. No. 5056</i>	6.65 ²	.222	47	212
<i>Knapp-Monarch Moderne</i> Model L-951-0.....	3.98	.241	55	228
<i>Knapp-Monarch Jack Frost Model 92-8</i>	8.95	.236	47	200
<i>Knapp-Monarch Koldair Model 78-9</i> ..	7.95	.234	66	282
<i>A. C. Gilbert Model A33</i>	6.95	.170	44	258
<i>Knapp-Monarch Moderne</i> Model L-960-0.....	4.95	.166	67	400
10-Inch Quiet Fans				
<i>Westinghouse Poweraire Model 10-SQ-3</i>	15.95	.340	66	192
<i>Signal Model 550A</i>	12.95	.344	60	173
<i>Hunter Century Model 750</i>	15.95	.254	51	201
<i>Samson Safe-flex Model 5250</i>	9.95	.295	56	190
<i>Emerson Model 6250D</i>	13.95	.258	48	187
<i>Emerson Junior Model 2650</i>	9.95	.236	41	174
<i>General Electric Super-Quiet</i> Model 78X181.....	17.45	.272	50	184
<i>Wagner Model 52604</i>	13.95	.215	43	200
<i>Robbins & Myers Deluxe Model 5404</i> ..	14.95	.216	45	208
<i>Diehl Model A10912</i>	13.95	.200	38	190
<i>Signal Coolspot Model 562</i>	9.95	.220	51	232
<i>General Electric Special Model 78X829</i>	9.95	.200	42	210

¹ Note that a high figure means low efficiency and vice versa.

² Plus postage.

10-INCH "QUIET-TYPE" OSCILLATING FANS

Best Buy

Samson Safe-flex Model 5250 (Samson United Corp., Rochester, N. Y.). \$9.95. This fan is considered to represent the best fan value in this group. Output is third highest of all fans tested; above average in efficiency; very quiet although it vibrated slightly; rubber blades require no guard; sturdily built.

Also Acceptable

(In order of merit, price considered)

Emerson Junior Model 2650 (Emerson Electric Mfg. Co., St. Louis). \$9.95. Output slightly below average; efficiency good; very quiet; guard not adequate for good protection; construction fair.

Signal Model 550A (Signal Electric Mfg. Co., Menominee, Mich.). \$12.95. Second highest in output of all fans tested; efficiency good; somewhat more noisy than average fan in this group; guard adequate; construction good. Two speeds.

Westinghouse Poweraire Model 10-SQ-3 (Westinghouse Electric & Mfg. Co., Springfield, Mass.). \$15.95. Output highest of all fans tested; efficiency good; quiet, considering output; guard excellent in front; construction very good.

Emerson Model 6250D. \$13.95. Output and efficiency average; guard protection good; very quiet; construction good.

Hunter Century Model 750 (Hunter Fan & Ventilating Co., Fulton, N. Y.). \$15.95. Output and efficiency average; guard adequate; very quiet; construction good. Two speeds. Provided with handle.

Signal Coolspot Model 562. \$9.95. Output average; efficiency poor; guard inadequate; very quiet; construction fair.

Wagner Model 52604 (Wagner Electric Corp., St. Louis). \$13.95. Output poor; efficiency average; quiet; guard adequate; construction very good.

Robbins & Myers Deluxe Model 5404 (Robbins & Myers, Inc., Springfield, Ohio). \$14.95. Output poor; efficiency good; very quiet; guard adequate; construction good.

General Electric Special Model 78X829 (General Electric Co., Bridgeport, Conn.). \$9.95. Output very poor; efficiency average; noise average; guard adequate; construction fair.

Diehl Model A10912 (Diehl Mfg. Co., Elizabethport, N. J.). \$13.95. Output poor; efficiency average; guard fair; noise average; construction very good.

General Electric Super-Quiet Model 78X181. \$17.45. Output good; efficiency average; noise level above average of "quiet" fans tested; guard adequate; construction very good. Overpriced.

JUNE, 1940

Men's Summer Suits

... come in a variety of fabrics, of which tropical worsteds are judged best for general Summer wear; here are some notes on the fabrics available, based on examinations and tests

ILLUSTRATIONS BY MALMAN

UNTIL recent years the male animal had little choice in his selection of Summer wear. Most of the time he wore a regular-weight suit all year round, decreasing his "insulation coefficient" as the weather became warmer by shedding his long underwear or red flannels. Then there appeared on the market a few lighter-weight fabrics, such as the famous black alpaca, as well as the tried but perhaps not-so-true linen.

About eight years ago, the first big advertising program to popularize dark-colored Summer suits for ordinary daily wear was inaugurated by the Goodall Co., manufacturers of "Palm Beach" suits, with a fabric made of cotton and mohair.

Since that time, the Summer suiting business has been rather steadily in-

creasing. Goodall's "Palm Beach" fabrics now account for perhaps half of the total business. But in the whole of the market are found fabrics which utilize all the fibers now commercially available, singly and in a wide variety of combinations and blends.

These developments owe their origin directly to two main factors: the advance of rayon to its present state, particularly that type of rayon known as cut staple or spun; and, more recently, the introduction of special finishes for rayon fibers which greatly increase their resistance to wrinkles and improve their ability to hold a crease and press.

To the casual and even to the experienced eye and touch, some of the fabrics available today are hardly distinguishable from all-wool fabrics, yet they are in some cases blends of wool, cotton and rayon, and in others they have no wool at all. The effects are obtained by the use of rayon, and by special methods of spinning and weaving. The wrinkle resistance is achieved by the application of substances known as resins which at the same time improve the "hand" of the fabric.

Such fabrics may be the forerunners of a new era in textiles, when man will not be dependent on the vagaries of natural fibers for his clothing needs. Today, however, although a number of the synthetic fabrics are quite satisfactory, many are rushed into commercial production without adequate research behind them.

Thus, numerous synthetic fabrics lack the basic requirements of serviceability; many ravel excessively in washing, causing seams to open and fray; some have poor resistance to thread shifting or slippage; some are made of yarns which have too low a twist and in which strength has been sacrificed to achieve porosity and light weight.

In this brief survey of fabrics used for men's Summer suitings, each general type is judged with respect to



TROPICAL WORSTEDS

... are light in weight and hold their shape well; all in all, they make the best Summer suits



PALM BEACH

... and similar fabrics are cool, hold their shape well, but are slightly harsher in texture than tropical worsteds

these three principal characteristics:

1. **Appearance** — drape, crease-holding ability, crush resistance.
2. **Comfort** — coolness, porosity, ability to retain moisture without feeling clammy.
3. **Serviceability** — strength, resistance to abrasion, cleanability, shrinkage.

The following summary is based on examinations and tests of a number of fabrics of many different types.

Tropical Worsteds

THE best all-round fabric for Summer suits is still a good grade of tropical worsted, weighing about nine ounces per linear yard 58 inches wide, and made of fairly tightly twisted yarns. Such fabric suiting is light in weight and porous in structure, has adequate strength, and does not become clammy since it can absorb considerable quantities of perspiration without feeling damp. It holds its press and is by nature wrinkle-resistant.

There is a general feeling that tropical worsteds are expensive. This is not true; good tropical worsted Summer

suits can be obtained at prices ranging from about \$17, depending on tailoring and style.

Worsted and Mohair Tropicals

Worsted and mohair tropicals are generally the same in construction as the all-worsted fabrics, but they are slightly harsher to the touch.

"Palm Beach" Fabrics

"Palm Beach" cloth and similar fabrics follow tropical worsteds and mohair tropicals. "Palm Beach" cloth is a lightweight cloth of cotton and mohair, harsh to the touch; it retains its crease fairly well because of the presence of mohair.

Rayon Fabrics

Crush-resistant spun rayons and rayon blends include "Rivercool," "Rivercrest," "Salyna," "Congo Cloth," "Cool-Long," "Teca Spun" fabric (acetate rayon), &c.

Many of these fabrics contain acetate rayon, and, while some are among the best in the category, special care must be observed in cleaning and pressing, for some solvents used in dry cleaning as well as high temperatures may damage fabrics containing this type of rayon.

Cotton and Linen Fabrics

Fabrics which are made entirely of cotton or linen require too much maintenance: pressing, if they are not treated for "crush resistance"; and cleaning, if they are to retain a satisfactory appearance. In addition, such fabrics as heavy cotton gabardines and heavy linens are not really cool fabrics; some of the cottons and linens examined by CU showed weights as high as 14.5 to 15 ounces per linear yard 58 inches wide (as compared with tropical worsteds weighing only nine ounces).

While there is no doubt that such fabrics are entirely serviceable from the standpoint of strength and durability, nevertheless they do not possess all the desirable qualities of tropicals: they are not as porous, they cannot absorb quantities of perspiration without becoming clammy, nor do they keep a good appearance as long as do tropical worsteds.

Seersucker, a lightweight crinkly weave cotton fabric, may be cool, but

its appearance and ability to hold its shape are very poor.

Other Fabrics

Fabrics such as wool flannels, worsted gabardines, &c., which are also sold as Summer suitings, are often too heavy to be satisfactory. They should not be considered for Summer wear if coolness is important.

A NUMBER of additional points about Summer suiting fabrics should be borne in mind. Suits of the tropical worsted type are not washable and



RAYON FABRICS

... are comfortable but, unless treated, do not hold their shape well, have a tendency to bag

should be cared for in exactly the same manner as regular woolen suits. The Goodall Co. claims that their "Palm Beach" suits are washable and that they have instructed a number of laundries in each community as to the way in which the suits should properly be washed. The names of these laundries may, presumably, be secured from the Company.

Of the various other fabrics, a number are sold as washable, while some are sold with the warning that they must be dry-cleaned.

This warning suggests a distinct difficulty for which many a dry-cleaner is wrongly blamed. The process of dry cleaning involves the use of solvents and special solvent-type soaps, but there are certain stains, especially in light-colored Summer garments, which cannot be removed by this treatment.

In order to restore them to their original white or light shade, it is necessary for the cleaner to use a further treatment known to the trade as "wet cleaning." A fabric may be perfectly satisfactory for dry cleaning but unable to withstand the wet-cleaning treatment without shrinking or spotting. Therefore, in buying a Summer suit, especially a white or light-colored fabric which is marked "DRY-CLEAN ONLY," the customer should make sure that the garment can also withstand the wet-cleaning treatment. If it cannot, there may be difficulty with spotting or shrinkage.

In buying spun rayons, it is best to find out whether any acetate rayon is employed in the mixture, and, if so, to observe the caution about special solvents and ironing at low temperatures to avoid damaging the acetate rayon fiber.



LINEN AND COTTON

... fabrics are usually heavy in weight; unless treated, they are likely to become baggy very quickly

Talcum Powders

... are pretty much the same in composition and action; most of them differ only in scent and in price. CU's findings (with ratings of 49 brands) are given below, along with the results of a highly revealing "smell test"

*"A little talcum
Is always walcum."*

SO WROTE Ogden Nash. And, so far as CU can find out, he stated a great truth. CU is also informed by users that a lot of talcum is even more acceptable, that a great many women like to douse themselves with talcum powder after a bath liberally and without stint. Talcum powder would seem, therefore, to be a commodity that women should be able to purchase cheaply. And particularly is this true since the different brands are pretty much the same both in composition and in action.

Most talcum powders are composed principally of talc, a fine white powder which can be applied easily and smoothly to the skin. And yet in price the brands tested by CU ranged from 0.8¢ an ounce to 33.3¢ an ounce—from 10¢ for a large 13-ounce container to \$1.25 for a bottle of less than 4 ounces.

Is there anything in the more expensive brand to justify this 4,000% difference in price? In CU's tests of cosmetics cheaper brands frequently have ranked higher—on a price-and-quality basis, and often on a quality basis alone—than more expensive brands. But no more astonishing divergence has been found than this fantastic price difference between brands of talcum powders which were virtually indistinguishable under the microscope, to the touch, and in chemical tests.

CU has often been accused of ignoring the subjective factors which make women prefer one brand of cosmetics—although it may be similar so far as its ingredients and action are concerned—to another. The subjective factor generally cited is the scent.

With this accusation in mind, CU submitted samples of *Prince Matchabelli* talcum powder (\$1.25 for a 3¾-ounce bottle) and *Floral Fragrance* (10¢ for a 13-ounce container or 3¢

for 3¾ ounces) to 105 women, asking them to smell the two and tell which they preferred. About a third of this number were business and professional women living in a New York residential club; some were members of CU's staff; others were members of the staff of a national weekly magazine; one group of women was given the test under the direction of a well-known fashion expert. The samples were, of course, numbered and not named. One question was asked: "Which do you prefer?"

Of the total, 63 preferred the 10¢ *Floral Fragrance*, 34 preferred the 40-times-as-expensive *Prince Matchabelli*, 8 had no preference.

CU does not offer these findings as scientifically conclusive. But they do seem to show clearly that there is no marked preference for the high-priced brand. That subjective factors are important and that perfume is assuredly one of them are not to be denied. But CU cannot agree that they are inevitably on the side of the more expensive commodity. For in this case CU found the preferred perfume in a 5-&-10-cent store.

PRIMARILY, talcum powder is intended as a soothing material, to prevent chafing. Its perfume acts as a slight and temporary mask for body odors, and it tends to cool the skin surface by increasing the area for the evaporation of moisture.

Other substances, besides perfume and talc, may be added, of which some are:

Zinc stearate or some other similar compound—used to make the powder stay on longer. This was once widely used in talcum powders, including baby powders, but deaths sometimes resulted when babies inhaled the zinc stearate. Many powders intended for infant use now bear the legend: "Contains no zinc stearate." Incidentally, the precaution which was so essential when infant powders contained zinc



THESE TWO TALCUM POWDERS WERE VIRTUALLY INDISTINGUISHABLE

... except for scent—and price. The two piles represent 10¢ worth of each brand: left, Prince Matchabelli (34 women preferred its scent); right, Floral Fragrance (63 women preferred its scent)

stearate is still worth following: do not allow an infant to play with a talcum powder box if there is the slightest chance that the box may open and the baby inhale some of the powder.

Boric acid—frequently included in a talcum powder formula for its antiseptic action. At best, however, this effect is slight and, in any case, it is not great enough to be dependable. Boric acid is rather difficult to dissolve, except in boiling water, and is seldom sufficiently dissolved by perspiration to be effective.

Olive oil—sometimes incorporated in baby powders. This has a tendency to make the powder "waterproof," so that moisture will roll off rather than become absorbed.

Starch—has just the opposite effect, tending to absorb large quantities of water. This fact, as well as others, makes powder containing an appreciable amount of starch "Not Acceptable." For after the moisture is absorbed and has dried, the starch remains caked on the skin. In addition, starch is a food for bacteria. A pos-

sible count against starch lies in the fact that some people are allergic to it. Despite this, Linit, manufacturer of corn starch for laundry use, has recently expanded its field and produced *Linit for the Skin*, "the ideal refreshing dusting powder . . . effectively correcting body odors . . . definitely non-allergic."

Because perfume is a subjective factor, and what is pleasing to one person may be repellent to another, no attempt was made to rate perfumes in order of merit. The best way to determine your preference is to select one of the talcs at the top of the "Acceptable" list and find out for yourself whether the fragrance suits you.

After-shaving talcs, which are becoming increasingly popular, differ from ordinary talcs only in that they are slightly tinted and have a less-abundant fragrance than most others.

In the following listings, the powders are rated in order of cost per ounce (one sample of each brand was tested). Microscopic examination showed that, although there was some difference in particle size between the

finest and the coarsest, the order of difference was too small to matter. Brands listed below as retailing at 10¢ are generally available at 5-&10-cent stores.

Acceptable

(In order of cost per ounce)

Floral Fragrance Rose Talc (Goodman Chemical Co., Brooklyn). 13-oz. box, 10¢; cost per oz., 0.8¢.

Lander Rose Talcum (Lander Co., NYC). 13-oz. box, 10¢; cost per oz., 0.8¢.

Southern Flowers Talc (Vi-Jon Laboratories, Inc., St. Louis). 13-oz. box, 10¢; cost per oz., 0.8¢. Box tested was short weight.

Lavender and Pine (Lander Co.). 7-oz. box, 10¢; cost per oz., 1.4¢.

Fragrance of Sweet Pea Talc (Lorr Laboratories, Paterson, N. J.). 7-oz. box, 10¢; cost per oz., 1.4¢.

Sweet Pea Talc (Lander Co.). 7-oz. box, 10¢; cost per oz., 1.4¢.

Lilac and Roses (Lander Co.). 7-oz. box, 10¢; cost per oz., 1.4¢.

Woodmere Fragrance Dusting Powder (Laverne, NYC). 5-oz. box, 10¢; cost per oz., 2.0¢. Packed in non-shaker package.

Irresistible Talc (Irresistible, Inc., Jersey

City, N. J.). 5-oz. box, 10¢; cost per oz., 2.0¢.

Poudre Blue Waltz (Blue Waltz, Jersey City, N. J.). 5-oz. box, 10¢; cost per oz., 2.0¢.

Macy's Lilac Scented Talcum (R. H. Macy & Co., NYC). 1-lb. box, 33¢; cost per oz., 2.1¢.

Ashley's Lavender Talc (Ashley, NYC). 4 1/2-oz. box, 10¢; cost per oz., 2.2¢.

Olde Lavender Talcum (Laverne). 4-oz. box, 10¢; cost per oz., 2.5¢.

CD Talcum Powder (Cooperative Distributors, Inc., NYC). 1-lb. box, 45¢; cost per oz., 2.8¢.

Elizabeth Post Sweet Pea Bouquet Talc (Elizabeth Post, NYC; distrib., Kress Stores). 3 1/2-oz. box, 10¢; cost per oz., 2.9¢.

Laverne Apple Blossom Talcum (Geo. W. Button Corp., NYC). 3-oz. box, 10¢; cost per oz., 3.3¢.

Ward's Dusting Powder (Montgomery Ward). 8-oz. box, 29¢; cost per oz., 3.6¢. Packed with puff in non-shaker package. Net weight not stated on label.

Air Float Rose Talc (Talcum Puff Co., NYC). 2 3/4-oz. box, 10¢; cost per oz., 3.6¢.

Cashmere Bouquet Talc (Colgate-Palmolive-Peet Co., Jersey City, N. J.). 2-oz. box, 10¢; cost per oz., 5¢.

Squibb Carnation Talcum (E. R. Squibb & Sons, NYC). 4-oz. box, 21¢; cost per oz., 5.3¢. Powder flesh tinted.

Woodbury Talcum Powder (John H. Woodbury, Inc., Cincinnati). 1 3/4-oz. box, 10¢; cost per oz., 5.7¢. Box tested was short weight. Label statement "Antiseptic, Germ Free . . . Helps combat skin irritations caused by bacteria . . ." misleading.

Williams Gardenia Talc (J. B. Williams Co., Glastonbury, Conn.). 1.7-oz. box, 10¢; cost per oz., 5.9¢.

Mennen Borated Powder (Mennen Co., Newark, N. J.). 1.7-oz. box, 10¢; cost per oz., 5.9¢. Net weight not stated on label. Label statement "Antiseptic . . . neutralizes acids," misleading.

Djer-Kiss Talcum (Kerkoff, NYC). 1 1/2-oz. box, 10¢; cost per oz., 6.7¢.

Z.B.T. Baby Powder with Olive Oil (Centaur Co., NYC). 1 1/2-oz. box, 10¢; cost per oz., 6.7¢.

Mavis Talcum (V. Vivaudou, Inc., NYC). 1 1/2-oz. box, 10¢; cost per oz., 6.7¢.

Mennen Talcum for Men (Mennen Co.). 1 1/2-oz. box, 10¢; cost per oz., 6.7¢. Powder flesh tinted.

Johnson's Baby Powder (Johnson & Johnson, New Brunswick, N. J.). 1 1/2-oz. box, 10¢; cost per oz., 6.7¢.

Palmolive After Shave Talc (Colgate-Palmolive-Peet Co.). 1.4-oz. box, 10¢; cost per oz., 7.1¢. Net weight and address of manufacturer not stated on label. Powder flesh tinted.

¹Cost does not include postage from mail-order houses.

Cuticura Talcum Powder (Potter Drug & Chemical Corp., Boston). 1 1/3-oz. box, 10¢; cost per oz., 7.5¢. Label statement ". . . purifies and Beautifies . . ." misleading.

Pinaud Invisible Lilac Talc (Pinaud, Inc., NYC). 120-gm. box, 35¢; cost per oz., 8.3¢. Weight label should be in ounces rather than in grams. Powder flesh tinted.

Pink Clover Talcum (Harriet Hubbard Ayer, NYC). 6-oz. box, 55¢; cost per oz., 9.2¢.

Cappi Talc (Cheramy, Inc., NYC). 1-oz. box, 10¢.

April Showers Talc (Cheramy, Inc.). 1-oz. box, 10¢.

Houbigant Quelques Fleurs Talcum (Houbigant, Inc., NYC). 4 1/4-oz. box, 50¢; cost per oz., 11.8¢. Box tested was short weight.

Early American Old Spice Talcum (Shulton, Inc., NYC). 4-oz. box, 55¢; cost per oz., 13.8¢. Address of manufacturer not stated on label.

Coty Talc (Coty, Inc., NYC). 3.7-oz. box, 55¢; cost per oz., 14.9¢.

Fougere Royale Houbigant (Houbigant, Inc.). 95-gm. box, 55¢; cost per oz., 16.4¢. Weight label should be in ounces rather than in grams.

Roger & Gallet Talcum (Roger & Gallet, NYC). 3-oz. box, 50¢; cost per oz., 16.7¢.

Max Factor Talc (Max Factor, Hollywood, Calif.). 84-gm. bottle, 50¢; cost per oz., 16.9¢. Weight label should be in ounces rather than in grams.

Helena Rubinstein Body Sachet (Helena Rubinstein, Inc., NYC). 5 1/2-oz. box, \$1; cost per oz., 18.2¢. Shaker with puff. Powder pink.

Yardley Old English Lavender Talc (Yardley, NYC). 3-oz. box, 55¢; cost per oz., 18.3¢.

Mary Scott Rowland Talcum (Mary Scott Rowland, London, Eng.). 85-gm. box, 55¢; cost per oz., 18.4¢. Weight label should be in ounces rather than in grams.

Ardena Illusion Dusting Powder (Elizabeth Arden, NYC). 144-gm. box, \$1; cost per oz., 19.7¢. Address of manufacturer not stated on label. Weight label should be in ounces rather than in grams. Contained trace of starch.

Tweed Talc (Lentheric, Inc., NYC). 4 1/2-oz. bottle, \$1; cost per oz., 22.2¢.

Dorothy Gray Dusting Powder (Dorothy Gray, Ltd., NYC). 3-oz. box, \$1; cost per oz., 33.3¢. Shaker with puff.

Prince Matchabelli Talc (Prince Matchabelli Perfumery, Inc., NYC). 3 3/4-oz. bottle, \$1.25; cost per oz., 33.3¢.

Not Acceptable

Limit Powder (Corn Products Sales Co.). 3-oz. box, 10¢; cost per oz., 3.3¢. Contained starch.

DuBarry Talc (Richard Hudnut). 4.0-oz. bottle, \$1; cost per oz., 25.0¢. Address of manufacturer not stated on label. Contained starch.

Electric Shavers

CU's life tests disclosed no noticeable wear in many of the shavers, considerable in others. Herewith results

How long will my electric shaver last? Is it likely to need frequent repairs? These are the questions CU set out to answer when it began its life tests of electric shavers, along with an examination of some of the new models which appeared on the market after the last complete report on shaving ability and general construction was published (December 1939).

CU found that an electric shaver is likely to average about 50¢ a year or less for repairs due directly to wear. Carelessness may bring much higher costs. If any shaver is dropped on a tile bathroom floor, the case is almost certain to break and the head may be damaged—both expensive items at the repair shop.

Obsolescence, which has been a costly item in electric shaving, is becoming less important since improvements in shaving ability seem unlikely to occur so rapidly in the future as they have in the past few years.

Schick, for instance, uses gadgetry to render its product more attractive, but the 1940 *Schick* is the same in fundamentals as the 1939 model. The added device, which retains hair clippings in the head of the shaver until it is cleaned, Schick calls a "Whisk-it" (see *CU Reports*, February 1940, page 18).

Cost of electricity for operating an electric shaver is so slight as to be almost unmeasurable. The average electric shaver draws 6 watts of electric energy, which costs say 5¢ a kilowatt-hour. An electric shaver would run about 166 hours for that nickel—or some 1,660 shaves lasting six minutes each. Mathematical readers will realize that that means four years of daily shaves for a nickel.

CU's life tests of electric shavers covered a period equivalent to three years of daily shaving, allowing six minutes to a shave.

No shaver designed for operation exclusively on alternating current showed noticeable wear during the

Remington's Dual

THE following rating of Remington-Rand's latest model, the *Dual Shaver*, is based on tests made since the last report on electric shavers (December 1939).

Acceptable

Remington Dual Shaver (General Shaver Corp., Remington Rand, Bridgeport, Conn.). \$15.75. Ac-dc. 9.5 oz. Manufacturer claims this shaver will give a close shave in 90 seconds. CU's test shows that an experienced user requires about three minutes to get a good shave. The two identical shaving heads (similar to those used on other Remington-Rand models), placed parallel to each other at the top of the shaver, have some advantage over a single head because of the fact that the skin is stretched slightly between them. Shaving ability is very close to that of the *Williams Roto-Shaver* rated in the December 1939 Reports. The *Dual Shaver* uses the same motor as the *Remington Close-Shaver*, Model E, No. 27, but, because of the extra shaving head, the motor heats up more quickly and repairs of the moving parts may be required more frequently. Moving parts should be carefully oiled once a month. Care should be taken not to interchange the position or parts of the two heads.

equivalent of the three-year period. These are the cheaper vibrator models, and CU recommends their purchase wherever an electric shaver is to be used on alternating current only. Not only are they cheaper to buy and operate, but they require no care except for occasional cleaning.

Manufacturers recommend oiling ac-dc shavers about every six months, but a drop or two of light household oil applied to the moving parts of the shaver once a month is probably preferable. Even though the shaver is supplied with an oil hole, it is well to open the case occasionally and to oil moving parts not reached through the oil hole. However, be sure to keep oil off the contact points.

Since wear proved to be such a small factor in the actual use of an electric shaver in relation to shaving ability, the former ratings (CU Reports, December 1939) have been retained, with one exception. The *Casco*

"75," as noted in the February 1940 issue of the Reports, failed in the life tests in a manner that might be hazardous to the user and is accordingly rated as "Not Acceptable." A complete discussion of relative shaving ability, which was found constant during the life test, appears in the original report in the December issue.

No appreciable wear in moving parts was found in the following electric shavers, except where noted. Of other factors found in the life tests, mention is made below. For complete ratings see December 1939 Reports.

BEST BUYS

Sunbeam Shavemaster Model M (Chicago Flexible Shaft Co., Chicago).

Rand Shaver Model C, No. 40 (General Shaver Corp., Remington Rand, Bridgeport, Conn.). Flimsy plastic case cracked during test and had to be replaced. Cost of case \$3.50.

ALSO ACCEPTABLE

Williams Roto-Shaver Model A (J. B. Williams Co., Glastonbury, Conn.). Contact point assembly had to be replaced after equivalent of 2 1/2 years of use because insulated strip wore through. Cost of repairs \$1. Some trouble experienced during test keeping contacts in adjustment. Also developed a tendency toward erratic starting which required careful factory adjustment.

Remington Speedak Model No. 80 (General Shaver Corp.).

Remington Close-Shaver Model E, No. 27. Fork of rocker arm became so worn after two years of use that the shaver no longer shaved and arm had to be replaced. Cost of repairs \$1.25.

Knapp "Natural Angle" Model No. 10-8 (Knapp-Monarch Co., St. Louis).

Schick Captain (Schick Dry Shaver, Inc., Stamford, Conn.). Fork became so worn after equivalent of 2 1/2 years of use that the shaver no longer shaved. When returned to dealer for repairs, he replaced fork and also installed new tungsten points. Cost of repairs \$1.25.

Schick Colonel.

Sunbeam Shavemaster Model R.

Gillette Model H (Gillette Safety Razor Co., Boston).

Gillette Model G.

Dixie Model ES (Dixie Shaver Co., Cranford, N. J.).

Gem-lectric (American Safety Razor Corp., Brooklyn).

Gem-lectric Face-lite.

NOT ACCEPTABLE

Casco "75" (Casco Products Corp.). Shaver failed in a manner which might be hazardous to user (see CU Reports, February 1940).

Sears' Champion Cat. No.—6339 (Sears-Roebuck; mfr., Utility Instrument Corp.).

Canned Tomato Juice

Price and quality ratings on
208 samples of 69 brands
including three from Canada

CONTENTS of some of the cans included in CU's tests of tomato juice differed by as little as 1/4 fluid ounce, which is 1 1/2 teaspoonfuls. With several other cans the difference was only 1/2 fluid ounce. The practice of running can sizes so close together is obviously misleading; obviously, too, it is not being stopped by voluntary agreements between the government and the canning industry.

One such agreement has led to the issuance of a new list of can sizes, prepared by the Division of Simplified Practice of the U. S. Dep't of Commerce. Presumably, the canners are supposed to be following this list. But only seven of the 16 different can sizes found in CU's tests are to be found in the list. Much more meaningful action seems in order: legal regulation of the number of can sizes permitted for any commodity, so chosen that the consumer has the variety necessary for convenience but not the variety which now exists and leads only to confusion and deception.

CU's tests took in 69 brands and a total of 208 samples—two to seven samples of each brand. Of these, 45 brands proved to be Grade A and 24 Grade C (there is no U. S. Grade B for tomato juice). It is interesting to note that both the proportion of Grade A's and the average scores are somewhat lower than were found in February of last year when CU made its previous tests of tomato juice. Flavor, color, consistency and absence of defects were considered by graders in the U. S. Dep't of Agriculture in computing the scores.

Among the brands included were three Canadian grade-labeled juices: *Campbell's* Grade A, *Aylmer* Grade A, and *Silver Ribbon* Grade B. According to U. S. scoring methods, only the first was found to be Grade A; the other two were Grade C. No tomato juice cocktails were included in the tests.

Canned Tomato Juice—Price & Quality Ratings

BRAND AND PACKER OR DISTRIBUTOR	CAN SIZE (FL. OZ.)	COST PER CAN (¢)	COST PER 4-OZ. SERVING (¢)	AVERAGE SCORE
Grade A				
(In alphabetical order)				
American Beauty (Morgan Pack. Co., Austin, Ind.).....	46	16	1.4	85
Ann Page ¹ (A&P, NYC).....	12½	6	1.9	87
Beech-Nut (Beech-Nut Pack. Co., Canajoharie, N. Y.).....	12½	9	2.9	85
Briardale ¹ (Briardale Co., Des Moines).....	15	9	2.4	86½
C.H.B. ¹ (Calif. Conserv. Co., San Francisco).....	18	8	1.8	86
Campbell's (Campbell Soup Co., Camden, N. J.).....	14	9	2.6	87
Campbell's ¹ (Campbell Soup Co., New Toronto, Ont., Canada).....	20	8	1.6	88
College Inn (College Inn Food Prod. Co., Chicago).....	14	9	2.6	85
Co-op ¹ (Nat'l Coops., Chicago)...	24	9	1.5	86
Crosse & Blackwell ¹ (Crosse & Blackwell, NYC).....	15½	10	2.6	87
Del Monte (Calif. Pack. Corp., San Francisco).....	18	8	1.8	88
F&P (Filice & Perrelli, Richmond, Calif.).....	18	7	1.6	85
Fame (Fame Can. Co., Indianapolis)	18	8	1.8	86
Glorietta ¹ (Santa Clara Pack., San Jose).....	18	7	1.6	85
Grisdale ¹ (Gristede Bros., NYC)	14	10	2.9	86
Heinz (H. J. Heinz Co., Pittsburgh)	12	8	2.7	86
Hunt's Supreme (Hunt Bros. Pack. Co., San Francisco).....	15	7	1.9	89
Hurff (E. F. Hurff Co., Swedesboro, N. J.).....	13½	5	1.5	86
IGA (Indep. Groc. Alliance, NYC)	15	9	2.4	87
Iris ¹ (Haas, Baruch, Los Angeles)	15	8	2.1	86
Island Manor (H. C. Bohack, Brooklyn).....	24	9	1.5	87
Jack Sprat (Jack Sprat Foods, Marshalltown, Iowa).....	12½	7	2.2	86
Joan of Arc (Illinois Can. Co.; Hoopeston, Ill.).....	24	10	1.7	86
Krasdale (A. Krasne, NYC).....	13½	5	1.5	85
Kroger's Country Club (Kroger Groc. Co., Cincinnati).....	24	9	1.5	85
Lily White (R. H. Macy Co., NYC)	13½	8	2.4	88
Loudon (Loudon Pack. Co., Terre Haute, Ind.).....	20	10	2.0	88
Pierce's (Utah Can. Co., Freewater, Ore.).....	10	5	2.0	86
Plee-Zing ¹ (Plee-zing Inc., Chi- cago).....	20	10	2.0	85
Premier (F. H. Leggett & Co., NYC).....	16½	15	3.8	86
Red & White (Red & White Corp., Chicago).....	13½	10	3.0	87
Reeves' Best ¹ (Daniel Reeves, NYC).....	20	9	1.8	85
Ritter (P. J. Ritter Co., Bridgeton, N. J.).....	10	5	2.0	87
Rock Dell ¹ (Younglove Groc. Co., Tacoma).....	15	9	2.4	87
Royal Scarlet (R. C. Williams, NYC).....	12½	5	1.6	86
S&W (Sussman, Wormser & Co., San Francisco).....	18	8	1.8	88
Shurfine (N. R. O. G., Chicago)...	20	13	2.6	88

Grade A

(In alphabetical order)

BRAND AND PACKER OR DISTRIBUTOR	CAN SIZE (FL. OZ.)	COST PER CAN (¢)	COST PER 4-OZ. SERVING (¢)	AVERAGE SCORE
<i>Snider</i> (Snider Pack. Corp., Ro- chester, N. Y.)	20	9	1.8	86
<i>Sunny Dawn</i> (Gen. Food Prod., Oakland, Calif.)	18	7	1.6	85
<i>Sweet Girl</i> (Nat'l Tea Co., Chi- cago)	24	10	1.7	86
<i>Tastewell</i> (N. R. O. G.)	18	7	1.6	86
<i>Trupak</i> ¹ (Haas Bros., San Fran- cisco)	15	7	1.9	87
<i>Val Vita</i> ¹ (Val Vita Food Prod., Fullerton, Calif.)	13½	5	1.5	87
<i>Welch's</i> (Welch Grape Juice Co., Westfield, N. Y.)	16 ¹	14	3.5	86
<i>White Rose</i> (Seeman Bros., NYC)	20	10	2.0	86

Grade C

(In alphabetical order)

<i>Alice of Old Vincennes</i> (Vincennes Pack., Vincennes, Ind.).....	16 ³	10	2.5	83
<i>Armour's Star</i> (Armour & Co., Chicago).....	20	10	2.0	80
<i>Aylmer</i> ¹ (Canadian Cannery, Ltd., Hamilton, Ont., Canada).....	20	7	1.4	83
<i>Chimes</i> (Pratt-Low Preserv. Co., Santa Clara, Calif.).....	15	8	2.1	84
<i>Cresca</i> (Cresca Co., NYC).....	13½	8	2.4	80
<i>Delfford</i> (Middendorf & Rohrs, NYC).....	16 ³	12	3.0	85 ⁴
<i>Esquisite</i> (Santa Cruz Fruit Pack., Oakland, Calif.).....	19	8	1.7	82
<i>Grand Union</i> (Grand Union Co., NYC).....	20	10	2.0	80
<i>Iona</i> (A&P).....	24	9	1.5	84
<i>Kemp's Sun-Ray</i> (Sun-Ray Co., Frankfort, Ind.).....	20	10	2.0	83
<i>Kern's</i> ¹ (Kern Food Prod., Los Angeles).....	18	8	1.8	82
<i>Kuner's</i> (Kuner Pickle Co., Brighton, Colo.).....	13½	8	2.4	84 ³
<i>Libby's</i> ¹ (Libby, McNeill & Libby, Chicago).....	14	8	2.3	82
<i>Mariposa</i> (Calif. Sanitary Can., Los Angeles).....	18	6	1.3	79
<i>Monarch</i> (Reid, Murdoch & Co., Chicago).....	18	8	1.8	83
<i>P&G</i> (Paxton & Gallagher, Omaha).....	18	11	2.4	83
<i>Phillips</i> (Phillips Pack. Co., Cambridge, Md.).....	14	8	2.3	81 ³
<i>Sanitarium</i> ¹ (Battle Creek Food Co., Battle Creek, Mich.).....	14	14	4.0	80
<i>Scott Co.</i> (Morgan Pack. Co., Austin, Ind.).....	24	9	1.5	83
<i>Silver Ribbon</i> ⁵ (Baxter Can. Co., Bloomfield, Canada).....	10	4	1.6	78 ²
<i>Stokely's</i> (Stokely Bros., Indianapolis).....	14	8	2.3	82
<i>Swift's</i> ¹ (Swift & Co., Chicago).....	18	7	1.6	83
<i>Van Camp's</i> (Van Camp's, Indianapolis).....	23	10	1.7	84
<i>Webster's</i> ¹ (G. L. Webster Co., Cheriton, Va.).....	10	6	2.4	88 ⁴

¹ Labeled "Fancy" or "Grade A." ² Quality variable. ³ Packed in bottles. ⁴ Score Grade A; rated Grade C because of defects. ⁵ Labeled "Choice."

MEDICAL SECTION

HAROLD AARON, M. D., SPECIAL MEDICAL ADVISER

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CU's Medical Consultants give technical advice on matters of medicine which lie within their fields. CU is responsible for all opinions concerning social, economic and public health questions.



Hay Fever

Most effective preventive is immunization, which is 80% successful. For the other 20%, there is a confusing variety of treatments available—some are helpful, some are not, some are almost as bad as the condition itself

THE symptoms of hay fever—sneezing, watering eyes and dripping nose—occur mainly in certain seasons which are determined, for the most part, by geographical location. For most of the United States, the seasons are: early Spring, when the pollens of certain trees play havoc with the mucous membranes; late Spring and early Summer, when the pollens of certain grasses are guilty; and late Summer, when the pollens of the ragweed are responsible for the attacks.

Like his ancestors in the time of the plagues, the modern hay-fever patient may flee from the pollen-ridden community to some region where he can find life without pollen. The regions in North America entirely free from trees, grasses, weeds, or their pollens, are few indeed. But several cities and resorts are reported to have sufficiently low ragweed-pollen counts to offer some relief at least to the ragweed-sensitive patient. Among these are Sacramento, Miami, Reno, Portland (Ore.), Seattle, Spokane, Prince Albert (Saskatchewan), Mexico City and the White Mountain resorts. The cost of vacationing in these regions, however, makes such a method of treatment impractical for most people.

The destruction of pollinating plants in some communities has not been suf-

ficiently thorough or widespread to prevent pollen from being blown by the wind to the weeded, grassless regions. Further, of course, the trees and grasses are too valuable to the community as a whole to warrant wholesale destruction for the comfort of the hay-fever victim.

A RELATIVELY recent development is the use of air filters, which give protection, of course, only while the

Correction and Addenda

IN THE April 1940 *Reports* the article on "The B Vitamins" carried the following statement: "If a thiamin deficiency alone is suspected, the physician interested in the economics of prescribing will prescribe the pure thiamin. One milligram of thiamin in tablet form costs about 1½ cents; in elixir or alcoholic solution (such as Abbotts' "Thiamin Elixir") one milligram costs about 10 cents."

The cost of 1 milligram of thiamin from Abbotts' *Thiamin Elixir* should have been given as about 3 cents. Other brands are also considerably lower than the 10-cent figure. It is still true, however, that thiamin in tablet form is much cheaper than the elixir.

patient is in the room containing them. The Council of Physical Therapy of the A.M.A. has accepted these room filters:

Carrier Room Ventilator, Type 56B (The Carrier Corp., Syracuse, N. Y.).

Arnett Air Filter (Arnett Air Filter Co., Chicago).

Electrostatic Air Cleaner (Atmospheric Electric Filter Corp., NYC.).

Pollenex Air Filter (George Pollock Co., Milwaukee).

There are a number of other good room ventilators on the market which are not accepted by the Council because of advertising claims.

Mask filters, worn over the nose and mouth, keep pollen from entering the nose or throat but do not prevent entrance of pollen into the eyes, so that only slight help is obtained. Besides, such masks only substitute one type of discomfort for another; few people can go for long with their faces muzzled.

The most irrational and inefficient variant of the filter method is the so-called nasal filter (such as *Dr. Weaver's* or the *F. K. Nasal Filter*). These devices, inserted into the nostrils, may partly screen the nasal passages, but pollen can assuredly enter eyes and mouth and thus reach sensitive membranes.

Most successful and practical of the methods of preventing hay fever is that known as immunization or desensitization. The pollens to which a patient is sensitive are determined by a careful history as to seasonal occurrence and by skin tests. Gradually increasing doses of the guilty pollens are injected before the season begins so that by the time the pollens are in the air, the patient has acquired partial or complete immunity to them.

About 80% of patients treated in this way have satisfactory results. The length of time taken in giving this graduated series of doses is apparently not of primary importance. Some patients do as well on a short intensive schedule as on a long drawn out schedule of pre-seasonal or even year-round injections.

Pollen preparations to be taken by mouth in gradually increasing doses have been introduced by a few pharmaceutical houses in recent years. While the motive of immunizing by a pain-

less, cheap method is praiseworthy, the clinical results do not justify any reliance upon oral pollen preparations at the present time. The injection method is the only reasonably certain way of obtaining protection.

IF THE injection method fails (as it does in about 20% of the cases), if it cannot be obtained in time, or if the service is unavailable for some other reason (often economic), the so-called vaso-constrictor drugs may give partial or temporary relief.

The most important of these drugs in the opinions of modern doctors are: solution of epinephrine hydrochloride 1:1000 U.S.P.; ephedrine hydrochloride or sulfate U.S.P. 1% solution; *Neo-synephrin* hydrochloride $\frac{1}{4}$ of 1%; *Propadrine* hydrochloride 1%; *Racephedrine* hydrochloride 1%; *Benzedrine* solution 1%, and *Benzedrine* as widely used in the *Benzedrine Inhaler*. All of these drugs, except for the last, are best taken in aqueous, or normal salt (isotonic) solutions; two or three drops in each nasal cavity several times daily is usually sufficient.

These drugs may temporarily diminish congestion of the mucous membrane, but often they cause undesirable side-effects, such as rapid or forceful beating of the heart, nervousness, faintness and insomnia. Unfavorable reactions are likely to be especially intense or serious in the frequent or indiscriminate use of the *Benzedrine Inhaler*. Sensitivity to these drugs varies considerably in different persons so that caution should be the watchword when they are used.

Almost all proprietary or patented remedies for dropping into the nose or eyes contain vaso-constrictor or astringent drugs. Many, such as *Vick's* nose drops, contain aromatic and antiseptic drugs as well, which are of no value in relieving symptoms and which may indeed increase the congestion. The safest preparations for use in the nose are isotonic solutions of the standard drugs named.

For the eyes the best all-round preparation is solution of epinephrine hydrochloride 1:1000 U.S.P. A useful prescription based on this drug is 5 grains of boric acid, about 15 drops of the solution, distilled water up to 1 ounce; 1 drop in each eye several times daily. Some physicians add a grain or

so of an eye anesthetic to such a prescription for greater effectiveness. This solution likewise should be used with caution (never over a protracted period) and preferably under the supervision of a physician.

Estavin drops for the eyes, popular for many years, are made from rose

petal. Whatever effectiveness they have is probably due to the presence of an astringent agent similar to tannin.

Capsules or tablets taken by mouth for treatment of attacks of hay fever usually contain ephedrine sulfate or hydrochloride with or without a sedative (*Amytal*, *Nembutal*, phenobarbi-

The Medical Reporter

End of an Era

SOME of the drug manufacturers are apprehensive. Recently, the Federal Food & Drug Administration seized a quantity of "lutein" tablets (dried corpus luteum, part of the ovary) manufactured by Hynson, Westcott & Dunning, makers of the much over-rated mercurochrome. In a trial which began in the New York Federal District Court early in April and lasted more than a month, the FDA presented an amazing array of the world's foremost experts in endocrinology.

They testified: (1) that lutein tablets had no detectable action characteristic of the ovarian "hormones" in animals or in patients; (2) that even if the product were active it would still be worthless when taken by mouth; (3) that the product originated in the days when nothing better was available and was given with the pious hope that it might do some good; (4) that the A.M.A.'s Council on Pharmacy and Chemistry threw the product (and others like it) out of their list of accepted remedies 10 years ago, because the era of pious hope had ended; (5) that the results with patients—such as they were—claimed by the manufacturer, were entirely psychic and had been obtained equally with tablets of starch or milk sugar.

Unfortunately, problems such as these are still decided, not by scientific agreement, but by tenuous legalistic logic. The FDA lost its case. The judge, though admitting the drug's obsolescence, was evidently impressed by its harmlessness and hesitant to destroy annual sales of \$35,000 (in lutein's heyday \$300,000 worth was sold yearly). However, while dried corpus luteum is itself harmless, patients who receive it are usually denied effective therapy. Thus the condition for which it is taken may become incurable.

The FDA is going ahead despite its setback. The new Food, Drug and Cosmetic Act has more teeth in it than the old law under which the foregoing action was brought. There are more than 40 manufacturers selling dried corpus luteum, more than a thousand unscientific glandular products on the American market.

One-Cent X-Rays

"WHY call in a photographer?"

This was the testy response of a famed midwestern professor of medicine of the last generation when the subject of x-rays was brought up by his younger colleagues. He had been trained in the look, pound and listen school of diagnostics, and he knew all there was to be known of the art; he loved to confound his less expert associates with amazingly accurate diagnoses, and he often did.

But we know now that the "photographer" can detect disease hidden from the senses of the most adept diagnostician. If every patient who needed x-ray pictures could have them, a great advance would be made in the prevention and treatment of tuberculosis, gastro-intestinal disorders, cancer and many other conditions.

No one has yet learned to focus x-rays, like the camera lens focuses light. So it is necessary that the film be as large as or larger than the object, making for great expense. One solution to this problem is to substitute the cheaper sensitized paper for film.

Now a new and still better method has been developed. By photographing with a miniature camera the visible image which x-rays produce on a fluorescent screen, a picture can be obtained on 35-mm. film. This is made possible by more brilliant screens, faster lenses and film. Thus a picture now made on film that costs \$1 or more can be recorded on a segment of film costing about one cent.

However, the process still requires a costly, high-powered x-ray machine to produce a sufficiently brilliant fluoroscopic image. By applying methods developed in television, it probably will be possible soon to use less high-powered machines, making for greater safety to patient and operator.

In a device recently developed by Dr. Irving Langmuir of General Electric, a faint fluorescent image generates electrons which are then speeded up by electrical means and focused on another screen. The second image is said to be so brilliant that it can be readily photographed with an ordinary camera.

tal) to counteract the side-effects of the drug. Ephedrine or *Propadrine* compounds taken by mouth may give relief when solutions dropped into the nose or eyes fail. Because of their unpleasant and often serious side-effects, however, such preparations should never be taken without a doctor's supervision.

Some physicians have recently proclaimed the value of potassium chloride in relieving allergic conditions, but the most recent clinical tests with these salts indicate that they give little or no relief to the great majority of patients.

Calcium salts—calcium lactate or calcium gluconate—with and without viosterol or vitamin D have also been tried and found wanting in most cases. *Torantil*, the newest remedy, consists of an enzyme that is supposed to neutralize the toxic substance (histamine) released in allergic tissues. It has had only a brief trial and there is no evidence yet that it will prove of value to patients with hay fever or other allergic disorders.

A popular remedy in some sections of the country is honey, but its reputation is not deserved. In fact, because it may contain a great variety of pollens, honey may actually aggravate the symptoms.

A few years ago much was expected of the method known as "Ionization," in which copper or zinc ions are deposited into the mucous membrane of the nose causing a shedding of the membrane. After this treatment, the nose remains insensitive to pollen for a varying length of time—sometimes for the entire duration of the hay-fever season, more often not.

Ionization is not a cure; it simply destroys the membrane of the nose so that there is no sensitive tissue exposed to the pollens. It is a painful procedure, which usually has to be repeated each year, and the eye symptoms, of course, are not relieved. Worse yet, some patients lose their sense of smell, temporarily or even permanently. At present few physicians use the method for the treatment of hay fever. The application of strong caustics such as silver nitrate, phenol or proprietary caustics such as *Metapollen* is also irrational.

Of all the treatments, immunization by injection remains the best available today for those who cannot escape to a pollen-free area.

Five New Drugs

... known as the sulfonamides, are now used to treat diseases hitherto regarded as impossible or difficult to cure; but the new drugs are potent—they must be administered with caution

THE recent movie, "Dr. Ehrlich's Magic Bullet," tells a dramatic story of man's belief that from chemical researches new and potent drugs could be devised to combat disease and alleviate suffering.

Since Dr. Ehrlich's death, and particularly in the past few years, the entire science of chemotherapy, for which he provided a foundation, has received a tremendous impetus. In direct continuity with Dr. Ehrlich's work on dyes for staining and killing bacteria and protozoa, a series of new drugs remarkably effective in curing serious infectious diseases has been synthesized. These drugs are known as the "sulfonamides."

More than 12,000 mothers die in childbirth in the United States every year, of whom about one-quarter die from puerperal sepsis—a blood poisoning caused by the streptococcus germ; sulfanilamide, first of the new drugs to be synthesized, can prevent most of the deaths due to this blood poisoning. More than 450,000 persons are struck down every year by pneumonia, which kills about one in

four and disables the others for some six weeks; sulfapyridine, another member of the sulfonamide group, now often cures the disease in 48 hours, shortens the convalescence and saves about 19 in 20 from death.

More than one million persons are infected with gonorrhea each year; over half, if they could get adequate medical care, could be cured in two to four weeks instead of the four months to a year that it previously took. Diseases which hitherto were difficult or impossible to cure are now yielding to the power of the sulfonamide chemicals. Streptococcus and pneumococcus infections of the blood, lungs and meninges; meningococcus and gas gangrene infections; kidney and bladder infections caused by bacterium coli and other organisms—these are some of the diseases that can now be quickly cured or ameliorated by the sulfonamide chemicals.

Since the first synthesis of sulfanilamide in 1908, several thousand sulfonamide derivatives have been developed, of which five have emerged so far with promise: sulfanilamide,



FROM "DR. EHRLICH'S MAGIC BULLET"

DR. EHRLICH'S GREAT WORK

... in staining and killing bacteria provided a firm foundation for the science of chemotherapy

prontosil, neoprontosil and sulfapyridine have already saved countless thousands of lives; a new derivative, sulfathiazole, gives some promise of curing severe infections by the staphylococcus bacteria, resistant to the other sister chemicals.

BUT there is not a single remedy for human ailments that has not its shortcomings and flaws. Dr. Ehrlich's 606 caused serious toxic reactions and even deaths before experience taught caution to physicians. The sulfonamide chemicals also bring discomforts, serious disabilities and even death. Without belittling the great uses of these drugs, let us interject a word of caution concerning them.

In more than half of the patients to whom the drugs are administered some toxic manifestation will appear. It may be mild, in the form of nausea or bluish discoloration of the skin (cyanosis); or it may be severe and cause destruction of the white blood cells (agranulocytosis), destruction of red blood cells (hemolytic anemia), severe irritation of the liver or kidney, or formation of kidney stones.

No person should take any of these drugs without being under the constant care of a physician, who will examine blood and urine at least every other day and who will carefully observe the patient for signs of poisoning by the drug. In the few years' experience that physicians have had with these drugs, they have learned that usually only severe deep-seated infections respond, that milder infections such as the common cold, sore throat, tonsillitis and sinusitis respond more favorably to older methods of treatment.

Certainly there is no need to risk the comfort or life of a person suffering from a cold or ordinary sore throat by administering sulfanilamide or sulfapyridine when rest in bed will accomplish at least as much and will do it without their risks.

Above all there is no excuse for the laxity in the health laws of some States or communities that permits over-the-counter sale of these drugs to the consumer for self treatment. The sulfonamide drugs have opened a new era in medicine, but hundreds or thousands will suffer or die needlessly if administration and sale of the drugs is not controlled.

GENERAL SECTION

CONSUMER NEWS AND INFORMATION



The A. M. A. Claims

... that it's not a business, but convincing evidence accumulates that it is enjoying extensive cooperation from business. Some of the details are given here

Make it snappy, Sister!

This Doctor can't sit listening to your tale of woe. He's not a private physician. He works for the government. . . .

THUS began a full-page advertisement by *Nation's Business* in the *New York Times* one day last month. Offered in the ad was a 10-cent booklet, "The Case for Private Medicine."

Ten days later the *Journal* of the American Medical Ass'n came out with an editorial urging physicians to acquaint themselves with "The Case for Private Medicine." "Everyone," the A.M.A.'s editor declared, "will find this the most interesting document that has yet been made available in medicine's campaign for freedom."

Now *Nation's Business* is the official organ of the Chamber of Commerce of the United States. And the A.M.A. is currently fighting in the U. S. Supreme Court¹ a Federal indictment brought under the anti-trust laws and recently upheld by the U. S. Court of Appeals

¹ As this article went to press the A.M.A. lost its appeal in the Supreme Court; its officials will now have to stand trial under the indictment.

(see April Reports). The indictment is not valid, claims the A.M.A., because medicine is not a business.

Alert consumers, after last month's developments, pondered two questions: If medicine as practiced is not a business, why is the Chamber of Commerce so interested in it? Why is the official publication of American trade



Make it snappy, Sister!

THIS DOCTOR can't sit listening to your tale of woe. He's not a private physician.

He works for the government, not you. You're just one of the people assigned to him by the political overlord. Ten more of you are in the waiting room, with probably twenty or thirty to come.

You can't expect time and sympathy under conditions like that. So snap into it, comrade! Briefly now, what seems to be the trouble?

That's socialism, run by politicians, based on quantity, not quality, and paid for by payroll taxes. It is the thing you can expect here in the next few years unless the people wake up and snap it.

Compare it with the traditional American system of private medicine, in which the individual freely chooses and controls the doctor in an atmosphere of intimacy and friendly conditions, and pays him directly.

Private medicine has done a magnificent work in the United States. Our average life expectancy is now the highest among the great nations of the world. The death rate has fallen in 100 years from 27 to 11.5 per 1,000. Serious diseases are under increasing control. Infant and maternal mortality rates are lower than ever before.

But this does not insure the group that wants to set up socialist medicine in part of the right to live. Now after law is passed in the U. S. Congress and from State legislatures to put the relations between doctors and patients under political control.

It is time that light should be thrown on this subject. *Nation's Business* magazine does so in a special supplement to its May number. If you are not a subscriber, send for a reprint of this supplement, "The Case for Private Medicine," enclosing 10 cents to cover costs.

This message is published by

NATION'S BUSINESS

It is the kind of a nation mentioned in a letter understanding of the American system of free enterprise. Write for copies in your size for bulletin boards, mail for use in newspaper.

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NATION'S BUSINESS STOOPS

... to help conquer in the A.M.A.'s fight

News and Information • 25

and industry contributing a barrage of propaganda to the A.M.A.'s fight to freeze the practice of medicine in its present form?

IN 1937 a group of 480 prominent physicians organized The Committee of Physicians for the Improvement of Medical Care. This committee, whose signatories now exceed a thousand, opposed the reactionary tactics of the A.M.A. leadership and formulated its opposition in a series of principles and proposals based on the premise "that the health of the people is a direct concern of the Government."

To counter the efforts of this committee, the leaders of the A.M.A. are now fostering The National Physicians' Committee for the Extension of Medical Service. This is a recent successor to an earlier Physicians Committee for Free Enterprise in Medicine, which was operated for a while in close association with Frank E. Gannett's rabidly reactionary National Committee to Uphold Constitutional Government. The change was made for tactical reasons when Mr. Gannett moved openly into the circle of Republican presidential candidates.

But it was a modest change indeed. For the executive administrator of the earlier committee, Mr. John M. Pratt, a newspaper publisher (of the Louisville *Herald-Post*) like Mr. Gannett, simply resigned that position to take over the same job in the new committee.

The "non-partisan" character of the new committee, which has been stressed in A.M.A. literature, is further illustrated by its officers. Chairman of its board of trustees is Dr. Edward H. Cary, a former president of the A.M.A.; secretary of the board is Dr. Austin A. Hayden, who holds an identical position with the A.M.A.; two other former A.M.A. presidents and two other present members of the A.M.A.'s board of trustees are also trustees of the Committee. What they are unable to do in a financial and propagandistic way as officials of the A.M.A., three of the guiding spirits of the Committee are free to do as officers thereof, *though they hold both positions at once.*

Which brings us back to the A.M.A.-Chamber of Commerce alliance. The National Physicians' Committee was organized in November 1939 and set itself a budget of \$245,000 for the first year. Up to April 1940, the Committee

had collected \$81,500, of which \$67,500 is stated to have come from 7,500 doctors and the remainder "from sources allied to the profession."

What are these "sources," and what is the nature of their interest in the private practice of medicine?

The *Journal* of the A.M.A. stated in its issue of February 24:

Executive Administrator John M. Pratt reported that the board of directors of the *National Retail Druggists Association* had voted approval and for active cooperation [with the Committee] and that the *Drug and Pharmaceutical Manufacturers groups* and the owners of medical buildings throughout the United States *were most sympathetic.* . . . [Italics ours]

Of these, the drug makers and sellers alone constitute large business. They fear greater government participation in medical care, the extension of group-practice and health insurance plans, because two consequences will inevitably result. Medical care and education will be more readily accessible, hence the public will attempt less self-medication and buy fewer nostrums. And the drugs used by the doctors themselves are more likely to be subjected to the scrutiny of experts; thus many worthless drugs now foisted on the private doctor, who has no way of testing them, will lose their hold.

In a booklet distributed to doctors, the National Physicians' Committee explains why the A.M.A. itself cannot undertake the work of the Committee. Among the reasons given is the following:

. . . the findings of the Council on Pharmacy [and Chemistry] could not be kept free of suspicion if the A.M.A. were accepting substantial contributions from a drug manufacturer.

Apparently, though, it is quite all right for the A.M.A.'s Committee to accept such donations!

WHAT is the nature of the propaganda so liberally distributed by the National Physicians' Committee and *Nation's Business*? Essentially it is a reiteration that the health of the American people is better than the health of any other people, that it is not necessary to take any special steps to improve it, that "private practice" and "personal relationship" have made American health a modern miracle.

The findings of the National Health Survey convincingly refute the premises of this creed, showing, as they do, that tens of millions of Americans get little or no medical care, and that

millions of others get restricted care only at the price of major upsets to their budgets. As Dr. Henry Sigerist of Johns Hopkins has pointed out (see September 1939 *Reports*):

We know that one-third of the population lives on an emergency standard [\$800 or less income per year], and it is perfectly obvious that they cannot possibly purchase medical care in the open market.

One quiet proof that they can't seems to be demonstrated in the reports from U. S. recruiting offices that nearly three out of four citizens applying are rejected for physical disabilities.

Actually, health conditions in the U. S. probably *are* better than in most other countries, though not much better than in England, Germany, Switzerland or Holland, and not so good as in the Scandinavian countries (all comparisons are on a pre-*Blitzkrieg* basis). But the credit for the fact must go primarily to the higher general standard of living which some of the people enjoy and to the tremendous advances in Public Health services—Federal, State and municipal—which have been made in this country. As was pointed out in the October 1939 *Reports*, "the so-called free choice of physicians which the A.M.A. glorifies is a myth to more than half the population."

In view of the great contributions which Public Health services have made to American health, last month's attack on the "government doctor" is particularly shoddy. Public health physicians and nurses, the eminent physicians in clinics and medical schools who work on a full-time salary basis, who receive no fees, and who are the teachers of the private physician, should and will resent the imputation "that a salary stultifies, that a fee must be received or expected for every service rendered . . . ; that men and women in public service are any less worthy in education, in capacity, in interest, in devotion to duty, than those who are in what we call 'private life'." ¹

Many others—including those who simply have a normal respect for the truth or a normal contempt for propagandistic hysteria—will resent such imputations, too.

¹ "Health for Three-Thirds of the Nation," by Dr. Edward S. Godfrey, Jr., President, American Public Health Ass'n; State Commissioner of Health, Albany, N. Y. *American Journal of Public Health*, Vol. 29, No. 12.

Monopoly in the Food Trade

... is scheduled for investigation by the Dep't of Justice. CU here summarizes some aspects which a thorough probe should be expected to cover; with a note on some general dangers in growing monopolistic tendencies

THE food industry is marked as the next target for investigation by the anti-trust division of the Dep't of Justice, according to the trade press. The proposed investigation is of utmost concern to consumers. In no other field do high prices—the inevitable result of monopoly—have such direct bearing on public welfare.

Much evidence points to the fact that it is time to question whether competition in the food industry is as healthy as it should be. Three companies produce nearly a third of all the flour used in this country. One-fourth of the total bread production is in the hands of four companies. Two packers handle 50% of America's meat. In 1937, the Federal Trade Commission found that three canners processed from 31% to 67% of the prunes, asparagus, dried beans, spinach, plums, pears and peaches produced for canning.

Six companies produce over 80% of all the factory cheese made in the U. S. and two or three large dairy corporations dominate the fluid milk market in various areas.

Likewise significant is the fact that the farmer receives a substantially smaller share of the consumer's food dollar than he did 25 years ago (see cut). The economic security of both farmer and consumer makes it imperative to discover the basic reasons for this trend.

The actions which the Federal Trade Commission has taken are indications of what an anti-trust investigation might turn up on a much wider scale. The FTC has proceeded against firms which have used illegal methods to restrain trade and hamper competition in the wholesale grocery field, the baked goods industry and in the handling of navy beans. Just recently the FTC charged the National Dairy Products Corp., the Borden Co., the Kraft-Phenix Cheese Corp. and three other leading manufacturers with trying to create a

monopoly in foreign-type cheese.

FTC cease and desist orders, however, hit only an isolated group here and there in the food industry. The Dep't of Justice follows the practice of subjecting a whole industry, from coast to coast, to scrutiny. Thus if the investigation of the food industry is carried out, it will undoubtedly cover manufacturers, distributors and retailers.

And, if cases now being prosecuted by the Dep't of Justice are indicative, it may be expected to involve labor organizations as well, a fact worthy of comment since the use of the Sherman Act against labor unions is causing much controversy and has incurred the condemnation of many liberal and progressive organizations as well as labor unions.

Last month's Supreme Court decision in the Apex Hosiery Mill Union case, although it did not sustain the contention that no activity of labor groups properly comes within the scope of the Sherman Act, does provide a buttress against the use of the anti-trust laws to destroy or cripple unions. The decision held that actions of organized labor which have the effect of restraining the flow of interstate commerce are not to be regarded as violations of the Sherman Anti-Trust Act unless the intent

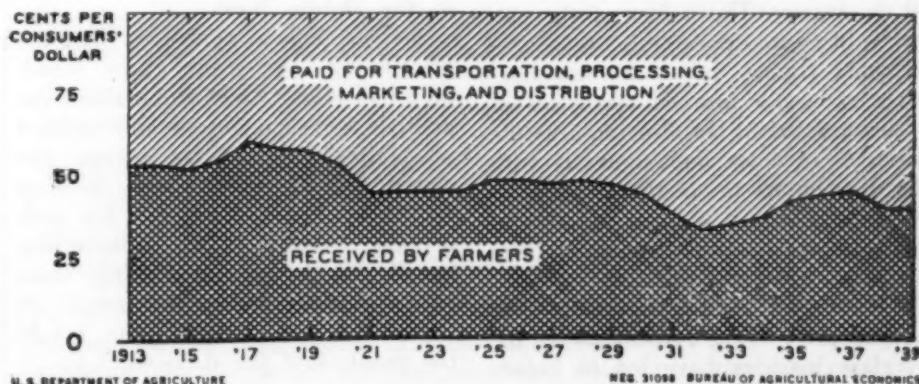
of such actions is to affect prices or competition in the market between producing firms.

In this particular case, leaders of a strike for union recognition in the Apex Hosiery Mill refused the manufacturer permission to fill accumulated orders with hosiery on hand. This action a district court held to be in violation of the Sherman Act. The Supreme Court ruled otherwise.

Assistant Attorney-General Arnold states that the decision appears to sustain his building trades prosecutions; counsel for the CIO has hailed the decision as a "notable victory" and as one which establishes the position that legitimate union activities are exempt from the Sherman Act.

BUT there are many factors which a thorough investigation of the food industry should cover and which would be subject to no controversy as to the proper applicability of the laws. For example, the investigation should concern itself with the container industry, since the fact that three companies control 90% of the output of cans bears a significant relationship to the price of canned foods. At present, the cost of the cans represents from 15% to 25% of the total price of canned foods—a larger share than that made up by the cost of the food which goes into the cans.

A thorough study of the practices of the chain stores should be included as a part of the investigation. Charges that the chains use their huge bargaining power to beat down the prices of producers and that they crush their independent competitors by unfair methods have frequently been brought by the backers of the Patman



THIS CHART SHOULD WORRY FARMERS AND CONSUMERS ALIKE

The food industry once took 47¢ of the consumer's dollar; now it takes 59¢

chain-store tax bill. Many of those unsympathetic with Patman's objective—to put the interstate chains out of business—would welcome a thorough scrutiny of the chains and, if the facts warrant, an immediate end to any monopolistic practices.

Of foremost concern is the beneficial effect that really thorough anti-trust action against the food industry might have on prices. In Chicago stores, milk prices dropped from 2¢ to 4¢ per quart after the Dep't of Justice obtained an indictment of the leading milk distributors in that area. When the indictment was dismissed by a district court, prices started to climb. But when the Supreme Court upheld the indictment, store prices again fell. In Pittsburgh, construction costs in the housing industry dropped 17% in three months, thanks to the work of the Anti-Trust division.

IT is probably true that consumers as a whole fail to realize the extent of or the dangers in present monopolistic controls or tendencies. Their indifference stems in part from the fact that the crass methods which the trusts once used to crush competition have been replaced in many cases by more subtle tactics. A case in point is the patent system and the use to which it is put.

Corwin Edwards of the Dep't of Justice is authority for the statement that the maximum basic cost of two ground spectacle lenses, together with the most expensive type of frames, does not exceed approximately \$3.50. But most glasses retail at from \$7.50 to \$25 a pair. Responsibility for these prices rests in large part with the holder of the patent on the tiny hinge which connects the ear piece to the frames. The holder of the patent refuses to license the use of the patented frames unless the manufacturer sells the finished spectacles at a dictated price. He also requires the licensees to enter into contracts with the distributors to set the retail price of glasses. Thus it is possible to maintain profit margins ranging from 100% to over 600%.

This patent license plan and other alleged price-fixing agreements in the eyeglass industry have led to indictments of a large group of manufacturers, wholesalers, trade associations and individuals, who together make

and distribute 95% of all eyeglass lenses and most of the frames sold in the U. S. The indictments are to be followed by civil suits.

Meanwhile, the Dep't of Justice has received a green light to proceed against the use of the patent-plus-licensing system to restrain trade. The Supreme Court has upheld a Federal court decision forbidding the Ethyl Gasoline Corp. to withhold licenses from distributors who refused to maintain prices recommended by the major refiners. "The decision," says Corwin Edwards, "should benefit every consumer of tetra-ethyl lead gasoline in the United States."

Already the decision has had a healthy effect in a totally unrelated field. The du Pont Co. had set up a licensing system for hosiery producers which specified manufacturers' prices on nylon stockings. Following the decision against the Ethyl Gasoline Corp., the licensing system was precipitately abandoned. Thus the manufacture of nylon stockings is to be thrown open to the whole hosiery industry rather than to a selected few. Consequently, says the *Journal of Commerce*, since the hosiery market is a highly competitive one, the "price future becomes uncertain." In other words, once a sufficiently large supply of the yarn is available, it will not be possible to keep the price of nylon stockings at an artificially protected level.

Another anti-trust case of major importance was terminated recently when the Supreme Court upheld convictions of 12 corporations and five individuals in the famous Madison case. The defendants were found to be guilty of conspiring to raise and maintain artificial prices for gasoline in the Middle West.

The defendants contended that the price-fixing agreements into which they had entered had eliminated competitive evils and abuses and resulted in "fairer" competitive prices. Declared the Supreme Court decision written by Justice Douglas: "But such defense is typical of the protestations usually made in price-fixing cases . . ." And whether the prices set were "reasonable" was quite beside the point, said the decision, for

... the reasonableness of prices has no constancy due to the dynamic quality of the business facts underlying price structures. Those who fixed reasonable prices

today would perpetuate unreasonable prices tomorrow, since those prices would not be subject to continuous administrative supervision and readjustment in light of changed conditions.

The decision should furnish ammunition to those who are pressing for repeal of the Miller-Tydings Act, which suspends the anti-trust laws insofar as they conflict with the operation of State fair-trade laws, and which permits manufacturers to enter into contracts with retailers to fix the retail prices of their products.

ANTI-MONOPOLY prosecutions have especial significance to consumers now because of the dangers which the European war presents to the American standard of living. As CU's vice-president, Dr. Robert Brady, pointed out at the Conference on Consumer Education recently held at Stephens College, prime among those dangers is that the war will lead to

... swift expansion of cartel-like devices, particularly relating to prices, which will cover the United States with a thick, though endlessly confusing, network of private monopoly controls.

And, as Dr. Brady indicated, war is apt to result in a weakening or even abandonment of anti-trust prosecution. Already it is being suggested in some quarters that it might be desirable to empower the President to suspend the Sherman Act "in case of an emergency," which means that action in the food field, or any other new field for that matter, is far from being assured.

The last World War, said Dr. Brady, showed a tremendous speed-up in a wide variety of forms of monopolistic and semi-monopolistic control over prices, production, marketing areas, and conditions and terms of delivery and sale. And in many European industries, the peace-time period saw relatively little relaxation of these controls.

Even in America, the period since the World War has seen the growth of widespread collusive business controls. Witness much of the testimony given before the Temporary National Economic Committee, the many cases of uniform price bidding.

This year marks the fiftieth anniversary of the Sherman Act. At no time has there been a greater need for its fearless and rigorous enforcement on a wide scale.

CU's Fourth Annual Meeting, as announced in last month's *Reports* and in a special mailing to all CU members, is to be held this year at Massachusetts State College, Amherst, Mass., in conjunction with a consumer conference under the joint sponsorship of CU and the American Ass'n of Scientific Workers. Theme of the conference is "Science in the Service of the Consumer."

At the Annual Meeting results of the elections to the Board of Directors will be announced, and CU's officers will report on the past year's work. The Annual Meeting will take place at the end of the second day (June 18). Conference sessions will be held throughout both days. Lunches and dinner meetings have also been arranged.

CU members and their friends who plan to attend the Annual Meeting and Conference—and as many as possible are urged to come—should write to Prof. Philip Gamble at Massachusetts State College for registration cards, obtainable on payment of \$1, or communicate with his office on arrival. The Annual Meeting session will be open to all members without charge; admission to the Conference sessions will be by card only.

Preparations have been made for low-cost overnight facilities (\$1.25 per person) at Amherst. Details may be procured from Professor Gamble.



ANTON J. CARLSON

President of the American Ass'n of Scientific Workers who will address the CU-AASW Conference

JUNE, 1940

"Science in the Service of the Consumer"

Partial Program

MONDAY, JUNE 17

ADDRESS OF WELCOME

President Hugh P. Baker, Massachusetts State College.

WHAT THE CONSUMER EXPECTS FROM SCIENCE

William M. Malisoff, Special Technical Consultant, Consumers Union.

WHY A CONSUMER MOVEMENT?

Donald E. Montgomery, Consumers' Counsel, Dep't of Agriculture.

GOVERNMENT RESEARCH IN THE INTEREST OF THE CONSUMER

Louise Stanley, Chief, Bureau of Home Economics, Dep't of Agriculture.

THE RETARDED APPLICATION OF SCIENCE TO CONSUMER NEEDS

John M. Cassels, Director of the Institute for Consumer Education, Stephens College, Columbia, Missouri.

A NEW KIND OF SCIENTIFIC ORGANIZATION

Bart J. Bok, Professor of Astronomy, Harvard University; Member of Boston-Cambridge Branch of American Association of Scientific Workers.

FOOD TECHNOLOGY AND THE CONSUMER

Anton J. Carlson, Chairman of the Department of Physiology, University of Chicago, and President of the American Association of Scientific Workers.

WHAT THE CONSUMER SHOULD KNOW ABOUT VITAMINS

Helen Mitchell, Authority on Nutrition, Massachusetts State College.

DIET, ORAL HYGIENE AND TEETH

Theodor Rosebury, Authority on Dental Diseases, College of Physicians & Surgeons, and School of Dental & Oral Surgery, Columbia University.

TUESDAY, JUNE 18

THE AUTOMOBILE FROM THE CONSUMER'S STANDPOINT

C. Fayette Taylor, Professor of Automotive Engineering, Massachusetts Institute of Technology.

WHAT THE CONSUMER SHOULD KNOW ABOUT COSMETICS

Marion B. Sulzberger, Editor of the Journal of Investigative Dermatology.

RECENT DEVELOPMENTS IN TEXTILES

Warren E. Emley, Chief of the Division of Organic and Fibrous Materials, National Bureau of Standards.

THE REORGANIZATION OF MEDICAL CARE

Henry E. Sigerist, Professor of the History of Medicine, Johns Hopkins University.

QUALITY CONTROL IN CONSUMER COOPERATIVES

Herbert Evans, Vice-President, Consumer Distribution Corporation.

STANDARDS FOR CONSUMER GOODS

P. G. Agnew, Secretary, American Standards Association.

WHAT THE SCIENCE OF THE FUTURE HOLDS FOR THE CONSUMER

Raymond E. Kirk, Head of Dep't of Chemistry, Brooklyn Polytechnic Institute.

FOURTH ANNUAL MEETING OF CONSUMERS UNION

BUSINESS MEETING OF THE BOSTON-CAMBRIDGE BRANCH OF THE AMERICAN ASSOCIATION OF SCIENTIFIC WORKERS

Your Telephone Bill

In which some questions are raised about CU's series of articles on A. T. & T. and some answers are given

THE fourth article by Moritz Howard on "Your Telephone Bill," to appear next month, will discuss State and local attempts to regulate the nation-wide Bell System—with special reference to St. Paul, Minnesota, as a case in point. On this page CU summarizes and answers (insofar as space permits) some representative letters bearing on the first three articles.

Critical letters received since the series began—and relatively few have been critical—have a common characteristic; they accept Mr. Howard's articles as a fair exposition of the findings of the Federal Communications Commission's investigation, but attack that investigation.

Thus Charles E. Scott of Ramsey, N. J., who states that he is a Bell System employee writing without the prior knowledge or instigation of his employer, declares:

It seems unfortunate indeed that Mr. Howard has apparently¹ relied for his data upon the reports issued by the staff of the Telephone Investigation, the Walker "Proposed Report," the FCC Report to Congress, and the book by Investigator Danielian.² Nothing in his first article indicates that he has considered the Bell System's side of the case.

To which Mr. Howard replies:

I heartily recommend to those wishing to pursue the subject further, the "Brief of Bell System Companies on Commissioner Walker's Proposed Report on the Telephone Investigation," the "Supplement" to that brief, and the 47 "Comments-Pamphlets" issued by A. T. & T. in reply to the 90 or more FCC "staff reports." I have myself consulted this material in the preparation of my articles, and the FCC took them into account in preparing its final "Report."

However, I have found amazingly few corrections of factual errors in this rebuttal material, compared with the breadth and scope of the FCC investigation. Most of the Bell System rebuttal argues over the interpretation of conceded facts. For example, the Bell System admits that following the initiation of the FCC investigation, long-distance rates were cut some \$24,000,000 a year, extra charges for handset telephones were abolished, Western Electric accounting practices were reformed, the interest rate charged operating subsidiaries by A. T. & T. was reduced, &c. A. T. & T. declares that

the institution of these reforms at the time of the investigation was a mere "coincidence." I have in general preferred the FCC interpretation of such facts as these, but have tried to give full weight to Bell System factual corrections.

MR. P. M. DAVIES of Pasadena, Calif., also a telephone employee who writes of his own volition, quotes the four-fold charge made in the Bell System "Brief":

1. The investigation on which the Walker Report is based was, on the whole, unfair. The hearings were *ex-parte*. . . .
2. The Walker Report is incorrect. . . .
3. The Walker Report is incomplete. . . .
4. The recommendations are unsound. . . .

This, we submit, is the usual strategy of a business faced with a thorough-going investigation. It is a strategy widely used to balk investigations in fields with which CU members are familiar—Food & Drug Administration probes, Federal Trade Commission probes, milk probes, &c. The rules are simple: first seek to block an appropriation for an investigation as being uncalled for; next insist throughout the hearings that they are unfair; then attack the findings as not based on the evidence; and finally oppose the recommendations as not justified by the findings. In simple human terms it is an understandable enough strategy. But it should be evaluated with simple human skepticism.

A. T. & T.'s chief procedural complaint is that it was not permitted to cross-examine experts employed by the FCC. It was, however, afforded many opportunities to state its case. Bell System executives from President Gifford on down were called as witnesses; most documentary evidence was drawn from the files of the Bell System itself and from Bell System briefs to State Commissions; the company was permitted to submit statements correcting inaccuracies; thereafter the Walker "Proposed Report" was drawn up and the company permitted to file a reply brief before the Commission's Report to Congress was prepared.

The history of proceedings before State Commissions indicates that to accord greater privileges than these to the Bell System simply obfuscates the

record and provokes endless delay. In Minnesota, for example, a rate case initiated about 1929 is still in litigation.

MR. ALVAN L. DAVIS of Waterbury, Conn., sends a general defense of the Bell System:

Actually, there are but two points for consideration . . . from the consumer's point of view. . . .

(1) It is the well-nigh universal opinion of the engineering profession that American telephone service is the best and cheapest (quality considered) in the world. . . .

(2) Statistics, available to everyone, show that the average annual return on the equity of all phone investors is 6½% (with all reserves deducted) . . . just about what is actually necessary to attract capital for the growth of any such company.

Whether or not Bell System service is the "best and cheapest in the world" seems to us beside the point. More to the point: is it as good as it should and could be? We have no quarrel with Bell System engineering and research as such; our complaint (drawn from the FCC's record) is that, as the Bell System is now organized, the benefits of its engineering and research do not flow as smoothly nor as fully as they might to consumers. The FCC, in its report to Congress prepared after consideration of the Bell System's rebuttal material, points out numerous ways in which holding-company policies have affected adversely the cost and convenience of telephone service.

In short, whether the Bell System is functioning efficiently or not, it is functioning far less efficiently than it has the technical capacity to function; some of the reasons for this have been cited in Mr. Howard's articles.

Nor does the 6½% "average annual return" on investment seem to us to prove telephone bills are not too high. The issue is not what investors get, but what consumers pay. Moreover, the 6½% figure is only one of a dozen or so which might be cited, A. T. & T. corporate complexities being what they are. Consider, for example, that the companies controlled by A. T. & T. earned enough during the prosperous years 1922-1929 to make 13.83% per year available to A. T. & T. stockholders; and for the full period 1922-1935 they earned enough to make 9.38% available. This is certainly more than is needed to attract new capital to a comparatively stable industry.

¹ Mr. Howard's use of these sources was clearly stated in the first article.

² "A. T. & T.: The Story of Industrial Conquest," by N. R. Danielian. Vanguard Press, NYC. \$3.75.

They Pay Less for Milk Now

... because they organized to bargain collectively for lower prices. Thus the notable accomplishment of the members of a new Milk Buying Club in Maryland, whose activities are here recounted

THIS is the true story of how a group of housewives was able to bring about a two- and three-cent reduction in the price of milk in a suburban area of Maryland. It is the story of the "Milk Buying Club," formal name for a group of families who banded together and made a collective bargain with a local dairy to supply Grade A milk at 11¢ a quart.

For some time the price of milk in this area had been 12¢ to 14¢ a quart, depending on brand. In November of last year, women in the community began to realize that the price might rise as a result of a proposed milk marketing agreement which would fix prices—in some cases higher ones—to the farmers. The women anticipated that this increased cost would not be absorbed by the distributors, many of whom could afford it, but would be passed on entirely to consumers.

Women in the Consumer Study Group of the College Park Branch of the American Ass'n of University Women and in the Better Buyer Clubs of Greenbelt, Md., decided therefore to make a study of all the pasteurized milk sold in the county (raw milk was excluded from the investigation). They soon found that the Prince Georges County Health Ordinance which controls this area, permits the sale of only one grade of milk—Grade A—which cannot exceed a maximum bacterial plate count of 30,000 nor fall below a minimum butterfat content of 3.5%.

From the County Health Officer, records were obtained of the bacterial count over long periods for each of the dairies. All dairies, it was found, showed a variation in their bacterial count, but they were all well below the maximum legal 30,000 and usually ranged from 500 to 15,000. Butterfat tests made by the county health officers, for each dairy, showed a range from approximately 3.8% to 4.5% in the course of a year. The conclusions drawn from these facts were that all the milk was pretty much the same, regardless of brand name.

IN JANUARY of this year the milk marketing order was actually passed and—true to prediction—the dairies immediately sent out notices of a rise in the price of milk. Some women promptly decreased the amount of milk they were taking, some substituted evaporated or skim milk, many talked indignantly about the increase.

Members of the separate study groups decided to cooperate and draw up some kind of plan. They had studied not only the quality of milk but also the cost of distribution, and they had concluded that the distributors were not operating as efficiently as possible. Most of the companies were losing from \$1,200 to \$18,000 a year on unreturned bottles, and losing 2% to 10% of their actual business by carrying non-paying accounts.

Why, the women asked, couldn't a group of consumers organize to bargain collectively for lower prices? And so the Milk Buying Club was formed. Women from all over the area were given these facts to ponder:

One: all the milk sold by the seven different companies was equally good;

bacterial count and butterfat content were almost the same;

Two: if a large enough group would make arrangements to buy milk from whichever dairy offered the lowest bid, a reduction in price should follow;

Three: collective economy could be further effected by each person promising to pay her bills promptly and to be responsible for bottle loss;

Four: the price which the farmer would receive for his milk would be unaffected, as it had been fixed by law.

Leaflets were distributed and public meetings were held. People understood the statistics and were soon impressed by the fact that all seven brands of milk were safe and that their quality was essentially the same. But many people believed that there was a difference in taste. In order to meet this prejudice, tasting tests were conducted. No appreciable difference in taste could be detected.

As a result of extensive educational work along these and other lines, many consumers were finally convinced that it made little or no difference which brand they bought. People were now asked to join the Milk Buying Club and sign pledges that they would buy milk from the dairy submitting the best bid.

The Committee then got in touch with the dairies and asked them to submit bids; three did. The best bid, made by the Walnut Hill Dairy, was accepted. The dairy promised to supply Grade A milk with a 4.0% butterfat minimum (although the law requires only 3.5%) in a bottle with a Dacro metal tamper-proof cap for 11¢ a quart, with a proportionate reduction in price for other dairy products. Milk was to be delivered at the door in any quantity. Members were to pay a 5¢ deposit on bottles and were to be dropped from the Club for non-payment of bills. The bid was made on the Committee's promise that at least 200 quarts a day would be purchased. The Committee was, however, to be in no way responsible for bottle loss or payment of bills.

Meetings were held to announce the bid. Two dairies (neither of which had made bids) sent representatives to one of the meetings, with the idea of making speeches to the group and weakening it. The meeting was not held until the dairymen had been forced to leave; but this was a foretaste of the tactics some of the dairies

Correction Corrected

TIERED as CU is of the subject of interest rates, one more correction seems necessary. The February Reports carried a formula (as given in *Consumers' Guide*) for computing true interest rate but failed to distinguish between total number of payments and the number of payments in one year. This omission was corrected for last month's issue, but by the time the formula had gone through the rigors of being put in type the correction was incorrect.

As printed, the top line of the formula had a plus-sign where it should have had a times-sign. The correct formula, CU swears, is:

$$\text{Rate per year} = \frac{2 \times m \times I}{B(n+1)}$$

Members are referred to last month's issue for an explanation of the symbols.

would use. The Committee made its report and warned that attempts to break the Buying Club would probably be made by the dairies through price-cutting, high-pressure salesmanship, and slurs on Walnut Hill's milk. More pledges were distributed and signed.

On March 1, 1940, less than a month after organizational work had started, the plan went into effect. Two hundred families, consuming 300 quarts of milk a day, simultaneously put out notices asking their milkmen to discontinue service immediately. The Buying Club actually was functioning and Walnut Hill started delivery to the members on that day.

TRUE to expectation, the other dairies have done what they can to discredit Walnut Hill milk. They have suggested that it is Grade B—when nothing but Grade A is allowed in the county. They have tried to frighten people by saying that their milk is Hi-Test and that Walnut Hill milk is not, though all of the milk has approximately the same butterfat content. They have circulated rumors that Walnut Hill milk has a high bacterial content—although tests made by the County Sanitarian showed that the bacterial content was well under the county limits. And they have cut prices to meet the 11¢ Buying Club price.

One dairy threatened to sue for libel because its product had been given a score of "20 rancid" by an expert who happened to be in the audience at a public meeting where a milk-tasting test was held (several months prior to formation of the Club). Legal advisers assured the Committee that there were no grounds for libel, and the company took no further action. It proved to be merely an attempt to intimidate the Committee.

In spite of all this, the Buying Club is growing day by day. By April 1, one month after the Club started functioning, it had grown from a membership of 200 families consuming 300 quarts of milk a day to 500 families consuming 800 quarts a day. It seems evident from this that the ordinary housewife is willing and able to unite with others of her kind to secure an equitable price and to stick together in the face of adverse propaganda from offended competitive interests.

Consumers at Work

Workers in the Fan Industry

A supplement to the Technical Report on page 14

"OF ALL the electrical goods manufactured in this country, more than three-quarters are made under United Electrical, Radio & Machine Workers of America agreements," the *CIO News* stated last November. CU's survey of electric fan labor shows that United Electrical is indeed dominant in the field, but several fan manufacturers continue to operate on a non-union or company union basis.

The International Brotherhood of Electrical Workers (AFL) also has contracts in the industry.

All of the companies listed here were written for data on their labor relations; none replied. The information on which the following notes are based was gained from the unions and from general trade sources.

Diehl (Diehl Mfg. Co., Elizabethport, N. J.). The company's New York office did not know the name of the union at the plant and described it as "one of those independent affairs." The home office of the company did not reply to CU's request for labor information.

Emerson (Emerson Electric Mfg. Co., St. Louis). Particularly good labor relations exist at present between UERMWA and Emerson. The union's recently published brochure, "How A Union Saved 1,500 Jobs," tells what the UERMWA did, in cooperation with St. Louis civic groups, the Cham-

ber of Commerce and the company, to keep Emerson's 2-million-dollar payroll from moving out of the city.

On November 30, 1939, Emerson announced that it was considering transferring plant and offices to another locality. William Sentner, UERMWA's vice-president, shortly afterward issued the following statement:

Our Union has established excellent relationship with the company. For the third successive year an agreement has been signed . . . arrived at without strife or strikes, [which] has some of the most advanced features of any labor contract in St. Louis. This proposed move is not based on a desire of the company to evade Union relationships or to reduce wages. The Company's plant is now housed in five buildings, scattered over the city . . . it is necessary that if the company is to continue in business it move to a new plant under one roof. . . .

St. Louis must realize that small towns and cities are offering attractive inducements to industry. . . . St. Louis must and can maintain industry already established here. . . . There is need for an organization of business, labor and energetic, loyal St. Louis citizens to lead a movement to keep industry in St. Louis.

After a whirlwind union campaign, fully supported by the press and the public, and cooperative conferences with the company, the board of directors of the Emerson Electric Mfg. Co. on March 7, 1940, announced the Company's decision to stay in St. Louis.

The union contract calls for a 42-hour week, a 40-cent an hour minimum wage, and strict seniority.

Signal (Signal Electric Mfg. Co., Menominee, Mich.). The only information available indicates that an AFL union, possibly the International Brotherhood of Electrical Workers, has a contract with Signal.

General Electric (General Electric Co., Bridgeport, Conn.). UERMWA bargains collectively for 4,000 employees, of whom about 500 work in the appliance division. Average pay is 58¢ an hour, with a contract minimum of 48¢ for women and 55¢ for men. When plant is on full schedule, the 40-hour week prevails with time-

Supplementary Labor Notes

CU's labor notes are published for the guidance of consumers who wish to know the labor conditions under which the products they buy are manufactured. Information is obtained, wherever possible, from both employers and unions in the particular field.

The labor ratings are prepared independently of the technical work and do not in any way affect the technical rating of a product.

and-a-half for overtime and double-time for Sundays and holidays. Paid vacations and limited seniority rights are included in the union agreement.

Knapp-Monarch; Ward's (Knapp-Monarch Co., St. Louis). James B. Carey, president of UERMWA states: "Knapp-Monarch is an open shop. In our attempts to organize the plant's workers we've met with considerable resistance from the company. They pay lower wages than most of the other factories in that section."

Westinghouse (Westinghouse Electric & Mfg. Co., Springfield, Mass.) The UERMWA has sole collective bargaining rights at this plant.

Robbins-Myers (Robbins & Myers, Springfield, Ohio). "The Robbins & Myers Work Council" is an unaffiliated company union.

Samson Safe-flex (Samson United

Corp., Rochester, N. Y.). The International Brotherhood of Electrical Workers (AFL) has a contract with Samson-United. CU has been unable to get details of working conditions.

Sears' Coldwave (Chicago Electric Mfg. Co., Chicago). The UERMWA reports that the manufacture of Sears-Roebuck fans is done in a non-union shop.

Wagner (Wagner Electric Corp., St. Louis). This firm's sole collective bargaining contract with UERMWA calls for a 40-hour week at 40¢ per hour. A union official states, "Considering that we've raised wages close to 30% in the last two years in the generally low-paying St. Louis area, it's a pretty fair hourly rate."

CU was unable to secure information on the labor conditions under which the *Eskimo*, *A. C. Gilbert* and *Hunter* fans are made.

The Manufacture of Carbonated Beverages

A supplement to the Technical Report on page 9

THE 1937 Census of Manufacturers reports 3,920 firms manufacturing non-alcoholic beverages, including cereal, carbonated and all other drinks combining syrup and carbonated water. The number of separate firms is much greater than that in other industries with a similar number of workers and a similar value of product—one reason why workers in the industry are less than 35% organized.

Approximately 31 million dollars is distributed annually to 27,979 wage earners, making the carbonated worker's average yearly wage about \$1,107. But many of the unorganized bottling plants are reported to pay as little as \$6 (and up to \$16) for a 52-hour week. In the New York area, where the Soft Drink Workers Union, Local 368 (AFL) has contracts with 90% of the bottlers, production workers get a minimum of \$35 per week and delivery men \$40 for 40 hours.

A week's paid vacation and 11 paid holidays per year are additional features of the contract. This, says D. Levinger, secretary of Local 368, "would be a pretty good contract if we could get a guaranteed work clause

with every firm," since for most of the men full-time work is obtainable only six months out of the year.

The International Union of United Brewery, Flour, Cereal, and Soft Drink Workers of America, an AFL affiliate which is the parent body of Local 368, represents the workers of some of the larger makers of club soda and ginger ale. This union has contracts with Canada Dry Ginger Ale, Inc. (outside of New York State), Hoffman Beverage Co., Cantrell & Cochrane, Myer Products, Inc., New Century Beverage Co., and The Quaker Bottling Co.

Apparently, however, the best working conditions in the industry have been obtained by the International Brotherhood of Teamsters and Chauffeurs, Local 282 (AFL). An agreement with Canada Dry of N. Y. calls for weekly minimum salaries of \$44 to \$56.50—although in most cases seven months' work per year is about maximum. The Teamsters report satisfactory fulfillment of the contract.

CU was unable to obtain information on the other firms reported on in this issue.

WHEN is payday?

That's the only question you should have to ask in selling CU memberships.

CU Reports will sell themselves, if you give them half a chance.



If you've a friend with a new baby, show him the diaper issue—

And if the boy grew older, let him see the article on Summer camps.

If he's tired of using razor blades, show him CU's report on electric shavers. If he bought an electric shaver and is tired of that, lead him to CU's report on razor blades.

If it's a lady friend, show her most any issue (call her special attention to this month's report on talcum powders).

Your friends really can't—at any rate they shouldn't—get along without CU. They won't want to, once you have explained it to them.

And when you offer them reduced group rates, a dollar saving over individual rates, the only question left to ask is

when is payday?

Here's the coupon.

CONSUMERS UNION

17 Union Square West, N. Y. C.

Please tell me about the low group rates, and Send me circulars to give my friends.

NAME

ADDRESS

ORGANIZATION CUGO

News and Information • 33

CONSUMERS UNION

17 Union Square W., N. Y. C.

- ☐ Send me the new issue of *YOUR INVESTMENTS*. I enclose 50c.
- ☐ I enclose \$1 for a special 3-months trial subscription.
- ☐ Enroll me as a member of Consumers Union (or renew my membership) and as a subscribing member of the American Investors Union at the special joint rate of \$7.50. Individual memberships in American Investors Union are available at the organization's regular \$5 rate. For particulars write the American Investors Union, 10 East 40 St., New York City.

NAME.....

ADDRESS.....

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CONSUMERS UNION

17 Union Square W., N. Y. C.

I am enclosing \$..... for which please send me the material I have checked below:

- ☐ "Good Health and Bad Medicine," by Harold Aaron, M.D.—Price for CU members, \$1.50.
- ☐ "Our Common Ailment," by Harold Aaron, M.D.—Price for CU members, \$1
- ☐ Special Combination Offer: "Good Health and Bad Medicine" plus "Our Common Ailment"—\$2.25
- ☐ "Life Insurance: Investing in Disaster"—Price for CU members, 60c
- ☐ "Photographic Buyers' Handbook"—Price for CU members, \$1.50
- ☐ "Wines & Liquors," 1940 edition—50c (Not knowingly sold to minors)
- ☐ "Feminine Hygiene"—25c (Please initial this statement: I am married and use prophylactic materials on advice of a physician.....)
- ☐ "Millions on Wheels"—Price for CU members, \$1.25
- ☐ "False Security," by Bernard J. Reis, —Price for CU members, \$1.40
- ☐ Bound Volumes of the *Reports*—1936-37 (\$2.50), 1938 (\$2.50), 1939 (\$3)

NAME.....

ADDRESS.....

65PO

CONSUMERS UNION

17 Union Square W., N. Y. C.

I am enclosing \$3.50 for which

- ☐ Enroll me as a member of Consumers Union for one year.
- ☐ Renew my membership for one year. I agree to keep confidential all material so designated.

NAME.....

ADDRESS.....

6CUO

There Ought to be a Law...

by RACHEL LYNN PALMER

The FDA Moves

PASSAGE by the Senate of the President's Reorganization Plan No. 4 means the transfer of the Food & Drug Administration from the Dep't of Agriculture to the Federal Security Agency, created last year by the President's Reorganization Plan No. 1. The Federal Security Agency now includes the Public Health Service, Social Security Board, Civilian Conservation Corps, National Youth Administration, Office of Education and other agencies. Paul V. McNutt is the Administrator.

From all signs, the Food & Drug Administration is to be transferred bodily, retaining all of its present functions except the administration of the Insecticide Act and the Naval Stores Act, enforcement of which will remain with the Dep't of Agriculture. Although the transfer will cause a temporary slowing up of work—scheduled hearings on vitamin-fortified foods and on standards for flour, for example, have been cancelled—there seems to be no reason at present to believe that there will be any appreciable change in either the personnel or policies of the FDA.

It is to be hoped that one of the most immediate effects of transferring the FDA from the Dep't of Agriculture—where it has undoubtedly been more or less of a stepchild—will be an appropriation more in keeping with the extent and importance of the job which confronts this foremost consumer protective agency.

Hamstringers At Work

FRANK RYHLICK, a New York Post correspondent, writes that a powerful lobby out to nullify legislation protecting the public from impure foods and drugs is pressing for passage of the Walter-Logan bill discussed last month in this column. The National Retail Druggists Ass'n has now joined the Proprietary Ass'n—leading trade association of the patent medicine manufacturers—in supporting the measure.

Both of these organizations did their

part in trying to prevent the passage of a new food, drug and cosmetic law. Now they are using a new tactic to achieve virtually the same end for, if the Walter-Logan bill is enacted, the food and drug industry would have the right to appeal from any regulation less than three years old—which means all those promulgated under the new law.

Business interests at present are amply protected against any unfair or unreasonable ruling. Regulations are issued only after the holding of hearings at which industry is given a full opportunity to present its side. Furthermore, it is always possible to contest a regulation in court.

Under the Walter-Logan bill, any regulation, before having the force of law, would have to be reviewed by a new court to be established in Washington. And since the court would be empowered to pass not only on the application of the law but on findings of fact as well, a manufacturer could prevent a regulation from being effective for as long as he could pay a lawyer—which, for the big boys in the patent medicine trade, would be for a very long time indeed.

The President is expected to veto the bill if it is passed by the Senate. But if the overwhelming House vote is any indication, there is some danger that a veto might be overridden.

Chain Store Bill

CONSUMER representatives got in toward the end of the hearings before a House Ways & Means Subcommittee to testify against the Patman chain store tax bill. They included, among others, Mrs. Harriet Howe of the American Home Economics Ass'n and Mrs. Ernest Howard, of the District of Columbia Federation of Women's Clubs.

Last month the hearings were concluded. The Committee will await the printing of the record—totaling 52,000 typewritten pages—before reporting the measure. Chances that action will be taken at this session of Congress appear to be remote.

CONSUMERS UNION Reports

The Docket

Notes on Government actions against misleading advertising, false claims, dangerous products

THE following cases are selected from scores of government actions taken monthly by the Federal Trade Commission and the Food & Drug Administration.

Unless otherwise stated, actions involving violations of the Food, Drug and Cosmetic Act refer to individual shipments.

The Federal Trade Commission has taken action against:

Zonite Products Corp. The respondent signed a stipulation that it will cease misleading representations in the sale of *Zonite Ointment*, *Zonite Liquid* and *Vaginal Suppositories*, *Zonitors*. The Corporation agreed to discontinue representing that the problem of feminine hygiene is eliminated by the use of its products, or that they are a competent treatment for leucorrhea.

Other representations which it agreed to discontinue are that *Zonite Liquid* has a soothing action on the membranes; that it may always be used without risk; that its use assures freedom from grippe, colds, coughs and other diseases of the respiratory system; that it is effective in combating the cause of pyorrhea; that it will control or end dandruff and itchy scalp; that it will kill onion breath permanently; that its products are the only antiseptics which are non-poisonous under similar conditions of use; and that *Zonite Liquid* or *Zonite Ointment* are 100% effective in preventing athlete's foot.

In an advertising campaign in 1936, Zonite Products Corp. sent 1,000,000 onions through the mails with a message to the recipients to eat the onion and then dash over to the drugstore to buy a bottle of *Zonite*. After making America "onion breath conscious," Cowan & Dengler, the advertising agency handling the *Zonite* copy, developed the "dandruff appeal."

This new appeal was devised, to quote Stuart D. Cowan, as reported in *Drug and Cosmetic Industry* for November, 1938, "because of our intense interest in the size of the dandruff market and our eagerness to cash in on the fact that millions of consumers were dissatisfied with the results of many so-called dandruff remedies. . . ."

The Food & Drug Administration has seized:

Othine. (Othine Laboratories, Inc.). 26 packages and 28 jars of *Othine Triple Strength* were seized on charges of adulteration and misbranding. The product, a skin bleach prepared especially for the removal of freckles, was said to contain ammoniated mercury, a poisonous and deleterious substance, which might have rendered it injurious to users under conditions of use prescribed or under customary or usual conditions of use. When no claimant appeared, judgments of condemnation were entered and the product was ordered destroyed.

In a warning to manufacturers of bleach creams issued last year, the FDA stated: "It is an established fact that an unusually large percentage of persons can not tolerate mercury bleach compounds containing ammoniated mercury. Adequate directions for conducting a preliminary test, and for repetition of such testing, should, therefore, appear in the labeling."

A number of cases of severe poisoning following the use of *Othine* have been reported to the Bureau of Investigation of the American Medical Ass'n.

HERE WAS THE PROBLEM:

"The problem is how to achieve some form of real representation for those security holders who are not associated with the management . . . the development of some permanent national organization to which grievances could be carried and which could effectively intervene. Through such an agency, views of the real owners of these vast enterprises could be articulated. . . . The investors who are today, by and large, orphans of our financial economy must by some such methods be provided with adequate representation."—Mr. Justice Douglas of the United States Supreme Court.

HERE IS HOW AMERICAN INVESTORS UNION IS MEETING THE PROBLEM

As Consumers Union serves consumers, American Investors Union serves investors. These are its objectives—now being carried out as rapidly as income and resources permit.

INVESTIGATION OF NEW SECURITIES AND SAVINGS PLANS:

AIU will analyze—in terms of their significance to the lay public—the new issues of securities registered with the SEC.

REPRESENTATION FOR SECURITY HOLDERS:

AIU will act as proxy for its members in selected cases—thus, through combined action, to make the usually meaningless privilege of voting a real protective instrument.

VIGILANCE IN THE FIELD OF LEGISLATION:

AIU will suggest and support changes in legislation protecting investors, insurance policy holders, bank depositors. New bills will be analyzed; harmful legislation will be opposed.

HERE IS A WORD TO THE WISE

The first four issues of *Your Investments*, monthly publication of AIU, have contained many articles of real and lasting value to investors and savers. The newest 64-page issue (June) brings a comparative tabulation of Mutual Savings Banks the country over (essential data on more than 400 of them indicating which are "Best Buys"); an interpretation of the life insurance investigation and the campaign to sidetrack it; an analysis of Walt Disney Productions. Let us introduce AIU to you with this new issue. Get it and see for yourself what AIU is, what AIU is doing, what AIU can do for you.

USE ORDER BLANK ON PAGE 34

WILL YOU GIVE CU ONE HALF HOUR BETWEEN NOW AND SEPTEMBER 1st?

C U has asked scores of prominent newspapers and magazines to sell us advertising space so that we might tell the story of our work to the people of America. And their answer? Well, they didn't say yes . . .

. . . and most of them didn't say no. They hemmed and hawed, most of them. They said that they weren't sure about the copy, that they didn't know enough about CU, that they never accept "controversial" advertisements, that they have policies against CU's "type" of advertising.

The New York Times published several of CU's ads before it discovered that the advisability of doing so required further study (so the ads were stopped three years ago and the study has gone on ever since).

Other publications have carried one or two ads, and then abruptly found conflicts between CU's copy and their policies. *Colliers*, *The Saturday Evening Post*, *The New York Herald-Tribune*, *Newsweek*, *The New Yorker*, *Esquire*, *Life*—the list is long and impressive. One way or another, for one reason or another, CU's ads don't get printed.

★ ★ ★

The upshot of it is that CU has an extremely difficult time letting people know what it is doing . . . can't reach people who, if they're like tens of thousands of people we can contrive to reach, would want to join CU.

It is a shame, and something more, that this organization—which in four years, despite a hostile press, has enlisted over 85,000 members all over the country—which demonstrably meets the needs and wants of people in all walks of life—cannot utilize the media that sell so freely to patent medicines, corn cures, large automobile companies and small hat shoppes.

It is a shame, and a great deal more, that people who could use CU are denied the right to find out about it.

And we have no hesitancy in saying that these circumstances are hard on CU.

Our one source of income with which to carry on our work is our membership. Difficulties placed in the way of extending CU's membership restrict the work we can do. Nor do we doubt that many of the advertisers who support the nation's press have pondered that fact deep and well.

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Will the members of CU ponder it, too?

Will you please give some special thought to the fact that such means as CU does have for reaching people—letters, circulars, speeches—are relatively expensive means—and relatively ineffective during the vacation-time months now beginning?

Will you—during the next few months—give CU some of the invaluable, not-to-be-bought and not-to-be-suppressed help that is within your power to give?

Will you spend at least one half-hour between now and September 1st telling your friends about CU? Showing them the REPORTS and getting them to use one of the coupons that appear on page 34 of each issue, this one included?

We will say this flatly: if you and other members of CU will do this, the gain will provide a major impetus to the entire consumer movement from one end of the country to the other. The forces opposed to the development of this movement—and the press boycott reflects their ample strength and influence—have admittedly centered their drive on CU. As consumer leaders have recognized and on numerous occasions pointed out, the future of CU will provide an index to the future of the consumer movement as a whole.

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One half-hour between now and September 1st: the request is small, the need great, the responsibility enormous.